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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

RECEIVED
JUL 7 1947
NBC TRAMMELL

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No. 1781

July 2, 1947

PEARSON BLASTS FCC NOMINEE - REP. JONES DENIES KLAN CHARGE

As a follow-up in his fight against the confirmation of Representative Robert F. Jones (R), of Ohio, FCC nominee, Drew Pearson, ABC radio commentator, has sent Senator Wallace White of Maine, an affidavit from Glenn E. Webb, an Ohio labor leader, that Webb, former head of the Black Legion, said to be the successor of the Ku Klux Klan, had initiated Representative Jones into the Legion.

Despite this latest move on the part of Mr. Pearson, friends of Representative Jones, still seemed confident that the Ohio Congressman would be confirmed when the subcommittee meets tomorrow (July 3) to further consider the matter.

The Webb affidavit follows:

"I, Glenn E. Webb, hereby being duly sworn, swear on oath that I initiated Robert F. Jones into the Black Legion on the Tapscott Farm, east of Lima, Ohio. Robert Jones kneeled before me where I could see him face to face - with a gun at his back according to our ritual as he accepted the oath of obligation. The ceremony took place around 1935."

The affidavit was labelled by the Ohio Congressman "a most vicious and malicious lie" in a statement given to Robert C. Barton, Managing Editor of the Lima News. Barton quoted Representative Jones as saying that Webb, a member of the Executive Board of the Lima local of the CIO United Electrical Workers, was attempting to "destroy a person whom he could not control in public life".

Mr. Jones declared the CIO had "spent an estimated $25,000" in an attempt to defeat him in the last election.

The Lima News Managing Editor said Webb signed the affidavit in the presence of him and Robert Waldron, another member of the News' staff. He said the form of the affidavit was dictated over the telephone by Drew Pearson.

Mr. Pearson testifying before asubcommittee of the Senate Interstate Commerce Committee, of which Senator Brewster (R), of Maine is Chairman, had expressed doubt that Representative Jones, nominated to succeed Ray C. Wakefield on the Federal Communications Commission, would, as an FCC member, give him (Pearson) and his associates a fair hearing on their application for a Baltimore radio station license. He said he based the statement on "evidence" from Jones' own Lima, Ohio, district.

Representative Jones, he said, "has been personally identified with one of the most anti-Semitic, Fascist-inclined figures in this country - namely, Gerald L. K. Smith."

Furthermore, he said, while he had no personal knowledge that Jones was a Klansman, his information was that the Congressman's father in the early 20's had introduced his son to others as "the youngest member of the Ku Klux Klan."

"I regret to make the even more serious charge that the evidence I have received . . . is that he was a member of an equally bigoted organization - anti-Catholic and anti-Jewish - namely the Black Legion."

Representative Jones called these statements "unmitigated lies". In a recent column, Drew Pearson charged that Mr. Wakefield was dropped after he voted to reject a radio station application from Robert Bartley, a nephew of House Democratic Leader Sam Rayburn of Texas.

The Congressman said he understood that Rayburn had sponsored him, probably along with other Democrats as well as Republicans.

Mr. Pearson said Wakefield also voted against an application for a Cincinnati radio station which had been filed by Leonard Reinsch, the President's radio coach.

"But I don't know if that had anything to do with it or not", he mused.

Mr. Pearson's letter to Senator White, Chairman of the Senate Interstate Commerce Committee, follows:

"Enclosed is a sworn affidavit from Mr. Virgil H. Effinger, former head of the Black Legion, relative to the membership of Representative Robert F. Jones of Ohio in that organization.

"I am further informed that Mr. Jones' induction ceremony into the Black Legion took place on the Tapscott Farm on the Bellfontain Road near the Erie Railroad outside of Lima and was administered to Congressman Jones by Glenn E. Webb, of Lima, at that time a member of the initiation crew of the Black Legion. Mr. Webb is available as a witness and the Senate of the United States would be remiss in its duty if it failed to cross-examine him.

"The files of the United States Senate Committee on Labor and Education, and the Subcommittee on Civil Liberties, headed by your former colleague, Senator LaFollette of Wisconsin, contain documentary evidence of the anti-Semitic, anti-Catholic, anti-Negro, and anti-labor activities of the Black Legion in Ohio and Michigan a few years ago. At a time when the government of the United States through the executive branch and the Congress is placing the most rigid type of 'loyalty' controls on even the lowest government clerks, I feel it imperative that equally deliberate scrutiny be given to candidates for positions on so high a quasi-judicial body as the Federal Communications Commission.

"I therefore strongly urge that your committee ask the Federal Bureau of Investigation to make a very careful study of the full facts and circumstances surrounding Mr. Jones' connections with the notorious Black Legion as well as a study of the affiliations and connections Jones maintained with the notorious rabble-rouser Geralk L. K. Smith. The Senate which is now being called upon to vote twenty-five million dollars for loyalty investigations owes it to the nation to spend a few hundred dollars on the study of a man whose hands will be given a grasp over millions of dollars worth of utilities and the priceless heritage of our free speech.

"Evidence already placed before your subcommittee considering the Jones appointment discloses that one convicted seditionist, William Dudley Pelley, and two indicted alleged seditionists found Mr. Jones' consistent isolationish speeches and voting record both before and after Pearl Harbor so attuned to their own views that the Congressman was quoted frequently and enthusiastically by these merchants of hate.

"In view of the aforementioned, I respectfully submit that the Senate of the United States would be derelict in its duty if it failed to give the most careful consideration to the character and background of Mr. Jones before voting his confirmation to a Commission which safeguards our basic freedoms on the nation's airwaves."

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SON OF BOND GEDDES, RMA VICE-PRESIDENT, KILLED IN AUTO CRASH

Gail G. Geddes, 32 years old, a member of the staff of the National Association of Manufacturers in New York, and son of Bond P. Geddes, Executive Vice-President of the Radio Manufacturers' Association in Washington, was killed Saturday afternoon when two cars collided about 8 miles from Doylestown, Pa. His two daughters, Carol 4, and Olivia 3, were seriously injured in the crash. Three passengers in the car of Mr. Geddes, John F. Morgan, of Salem, N.J., and his two sons were also taken to Doylestown Emergency Hospital.

Elmer Frederick, 47, of New Hope, Pa., driver of the other car, and his wife, Dorothy, were treated for minor hurts. He was charged with involuntary manslaughter but released on bail.

Mr. Geddes, who was born in Washington and received his early education here, was graduated with honors from Amos Tuck School of Economics at Dartmouth College, where he was elected to Phi Beta Kappa. As a Navy Lieutenant, junior grade, he served in the Pacific on the escort carrier Saginaw Bay, participating in five major battles from Coral Sea to Iwo Jima.

In 1940, he married Miss Lucille Carr in Washington. He is also survived by a brother Bruce Geddes, who is with the Columbia Broadcasting System in Washington.

The funeral was held at St. Albans Episcopal Church in Washington Tuesday, and burial was in Rock Creek Cemetery.

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"MANY WILL SEE WASHINGTON FOR 1ST TIME BY TV", TRAMMELL

Speaking at the dedication of WNBW, the National Broadcasting Company's new half million dollar television station in the Nation's Capital last Friday, Niles Trammell, President of the National Broadcasting Company said:

"From Washington we expect to send across the country the sight and sound of Congress in session, the reports of Government leaders to the people, not to mention the numerous object of historical and artistic interest in which this city abounds. Most of the people in the United States will be seeing Washington for the first time when it comes to them by television.

"In my opinion, television is destined to perform a very definite service in our American system of government. For the first time, the candidate for public office will be seen and heard by large numbers of voters - face to face, at close range - in the privacy of their own homes. This will be a wholesome influence in determining the type of elected representatives who will come to this capital and to the capitals of the 48 States.

"Because television will play such an important part in the field of public affairs, the National Broadcasting Company takes great pride in establishing here in Washington the finest and most modern television station that has ever been built up to this time."

Said Charles R. Denny, Jr., Chairman of the Federal Communications Commission:

"WNBW is the nation's eleventh television station. The cities besides Washington and New York which have television stations are Philadelphia, Schenectady, Detroit, Chicago, St. Louis and Los Angeles. Fifty-four additional television stations are under construction in 38 cities throughout the country. Most of these will be completed and on the air by the middle of next year.

"Last month more than 8,500 sets were produced. This is about the total number of sets we had in the country on V-J Day.

"The Federal Communications Commission has firm confidence in the future of television and will take every step to assist the radio industry in giving the American people the finest television service attainable."

Losing no time in fulfilling one of the principal objectives mentioned by Mr. Trammell - that of covering Washington - WNBW picked up President Truman by remote control last Sunday when Mr. Truman addressed a meeting of the National Association for the Advancement of Colored People at the Lincoln Memorial. This was fed by Coaxial cable to the country's first television network.

Chief Justice Fred M. Vinson, and Attorney General Tom C. Clark headed the list of distinguished guests at the opening of WNEW Friday night at its newly established studios in Wardman Park Hotel. Among others were Senator Arthur Capper, of Kansas, Senator Joseph H. Ball, of Minnesota, Representative Clarence Brown, of Ohio, and Representative Edith Nourse Rogers of Massachusetts.

The Communications Commission was represented by Chairman Charles R. Denny and Commissioners Clifford J. Durr, Rosel H. Hyde, E. K. Jett, Paul A. Walker and Ray C. Wakefield.

Among NBC higher-ups who came down from New York for the occasion, in addition to Mr. Trammell, were Frank E. Mullen, Vice-President and General Manager, and Orrin E. Dunlap, Director of Advertising, Radio Corporation of America. Also present was F. P. Guthrie, Assistant Vice-President of RCA Communications.

Present also were Eben Ayres, Secretary to President Truman, Representative Bulwinkle; Carl Burkland, Manager, WTOP; Senator Homer E. Capehard of Indiana; Martin Codel, Editor of FM Magazine; T.A.M. Craven, Vice-President, Cowles Broadcasting Co.; Representative Robert Crosser, of Ohio; Representative Everett M. Dirksen, of Illinois: Representative James I. Dolliver, of Iowa; Warren B. Francis, President, National Press Club; Earl H. Gammons, Vice President, Columbia Broadcasting System, Washington; Representative Leonard W. Hall of New York; William D. Hassett, Secretary to President Truman; Senator Albert W. Hawkes, of New Jersey; Senator Edwin C. Johnson, of Colorado; Representative Robert F. Jones, Ohio, just nominated by President Truman for the Federal Communications Commission; Senator James P. Kem, of Missouri; Edward F. McGrady, Vice-President of RCA; Justin Miller, President of the National Association of Broadcasters; John Callan O'Laughlin, publisher, Army and Navy Journal.

Also Representative John Taber of New York; Sol Taishoff, Editor, Broadcasting Magazine; former Senator Burton K. Wheeler; Senator Alexander Wiley of Wisconsin; A. D. Willard, Jr., NAB; and Representative Charles A. Wolverton, of New Jersey.

One of the amusing remarks at the opening performance at WNEW was when Attorney General Clark, watching a speaker being televised, said: "Give that fellow a number and he would be a welcome guest at the FBI."

WNEW went on the air before its studios were completed and will offer programs originating in New York for the most part until its film projecting facilities and television stage at the Wardman Park are completed late in the Summer.

Equipment for transmitting is completed. The transmitter, which cost over $65,000, is the first postwar mass production television transmitter built by RCA. Housed in what used to be the Garden Room at Wardman Park Hotel, the transmitter produces a 5-kw picture signal which is boosted to 20.7 kw. as it radiates from the tower. Over 600 tubes are in use when the transmitter is operating.

The Washington art galleries and historical point of interests will be used for broadcasts to local viewers and to out-of-town set owners, since New York, Philadelphia and Schenectady will continue to be linked by co-axial cable. The cable owned by the American Telephone & Telegraph Company can handle two television shows at one time - one northbound, the other southbound. Another cable is now under construction. The two existing local stations share use of the cable, as will the other two to come, unless a system of special relay stations is built.

Operation of this new NBC station is expected to boost sales of receiving sets, which range in price from $250 up. Local dealers took full advantage of the occasion to stage intensive sales, including introduction of an RCA Model 641-TV, a $795 instrument combining television with phonograph, AM, FM and short-wave radio.

Washington has had some television, provided by DuMont's WTTG, for almost two years. The new NBC station, like WTTG, will operate on a part-time basis. WMAL-TV, the Evening Star ABC station, and a Bamberger station (WOR) will be in operation by the end of the year.

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WRC-FM BROADCAST STATION BEGINS OPERATIONS

Simultaneously with the opening of WNBW, the National Broadcasting Company's television station in Washington last Friday, WRC-FM, NBC's FM station in the Nation's Capital began operation.

Both FM and Television signals are radiated from the same 50 foot RCA super turnstile antenna mounted atop the 300 foot tower on the grounds of the Wardman Park Hotel. The FM transmitter is designed to generate a 3 kilowatt signal, but the signal radiated from the transmitter tower will be about 15 kw. of effective power. The super turnstile antenna increases the power of both the television and FM signals. WRC-FM can be heard on FM channel 230 at 93.9 megacycles.

Initially, WRC-FM will operate on a daily six-hour schedule (3 PM to 9 PM) offering a wide choice of musical programs and comprehensive news coverage.

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SCHUETTE REPORTED ON THE HIGH ROAD FOLLOWING HOSPITAL SIEGE

Oswald F. Schuette, RCA consultant in Washington, is expected to be able to leave Doctors Hospital today (July 2nd) following an operation for hernia. Mr. Schuette's case was in the competent hands of his brother-in-law Dr. Robert E. Moran, nationally known surgeon of Washington.

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BRITISH COMMONWEALTH CIRCUITS ARGUMENT SET FOR AUGUST 8

The Federal Communications Commission last Saturday announced adoption of a proposed report with respect to certain applications for direct radiotelegraph circuits between the United States and various places in the British Commonwealth that were filed subsequent to the Bermuda Telecommunications Agreement of December 1945.

Oral argument on the proposed report is scheduled to be held before the Commission en banc on August 8th.

The report proposes to grant RCA Communications, Inc., authority to operate circuits on a regular basis with Australia, New Zealand, India, Greece, Palestine and the Union of South Africa. Mackay Radio and Telegraph Co. would be authorized to serve Saudi Arabia; and Tropical Radio and Telegraph Co., to serve Jamaica.

Applications of RCAC and Mackay to communicate with Ceylon, Hong Kong and the Malay States (Singapore), and the application of Press Wireless, Inc., to operate a press circuit with Australia, would be dismissed without prejudice, since there has been no indication of British readiness to open these circuits.

In the Bermuda Telecommunications Agreement the United States and British Commonwealth governments provided for the operation of direct radiotelegraph circuits between the United States and each of the above-mentioned points, subject, in some cases, to the results of traffic studies. Public hearings on the resultant applications were held by the Commission in April and August of 1946.

Chairman Denny and Commissioner Jett dissented from the conclusions in the proposed report with respect to granting circuits to RCAC and Mackay, expressing views to the effect that there should be more of a distribution of the circuits as between RCAC and Mackay. Commissioner Webster did not participate.

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RALPH ATLASS APPLIES FOR $ 200,000 TV STATION FOR CHICAGO

Keeping right up with the procession - as he has always done since the days Ralph and his brother Les began with a small transmitter kept in a family bureau drawer which developed into WBBM - Ralph L. Atlass has put in with the Federal Communications Commission an application for a new television station for WIND of Chicago, of which he is president and principal owner.

Mr. Atlass has requested channel #2 and puts the installation costs at approximately $211,000 with monthly operating cost figured at $13,000 and monthly revenues $7,000. When this application is granted, WIND will have the fifth television station in Chicago.

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NAB CHANGES NETWORK MEMBERSHIP FROM ACTIVE TO ASSOCIATE

By a referendum vote of 629 to 28, the membership of the National Association of Broadcasters yesterday (July 1), approved a change of network status in the Association permitting radio chains to hold associate, rather than active, membership in the industry organization. With the change, effective July 1, the four national networks hold simultaneous membership in the Association for the first time.

An immediate effect of the new by-law is the retirement from the Board of Frank M. Russell, Vice-President, NBC, who has served as a Director for 17 years, Frank Stanton, President, CBS and Edgar Kobak, President MBS, who has been sitting with the Board as an observer.

While the Association's new rules do not permit networks to have permanent Board representation, network officials may be invited to sit as observers from time to time. The new by-law does not obviate the possibility of a network employee being elected to serve as a district director, or a director-at-large, through election while standing as a candidate representing a network-owned station.

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SIX COMPANIES OPPOSE PRESS WIRELESS

The application of Press Wireless for permission to transmit deferred commercial messages among the services it is presently licensed to render its clients, was opposed at Tuesday's concluding hearing before the Federal Communications Commission by six other carriers as an unjustified invasion of their respective fields of activity.

The opposition based its protest on the ground that Press Wireless was organized specifically for the handling of press traffic, and should not now seek amendment of its license to enable it to include services which the commercial companies hitherto and presently are equipped satisfactorily to render alike to press and public. Representatives of Western Union, RCA Communications, the Commercial Pacif Cable Company, All America Cables and Radio, the Commercial Cable Company and Mackay, appeared as intervenors in the proceedings in opposition to favorable action by the Commission on the pending application.

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Nina Lunn, 22-year old granddaughter of Senator Wallace H. White, Jr., of Maine, Republican leader and Chairman of the Senate Interstate Commerce Committee, is settling down in Hollywood for a film career. Pretty Miss Lunn, who was the center of many Washington, D.C. party groups last Winter, already has been signed for her first role in the movies.

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CONGRESSIONAL INQUIRY DEMANDS PETRILLO APPEAR JULY 7

For what his enemies say amounts to being called into the woodshed for a Congressional spanking, but what, in any case, is sure to be a lively and interesting appearance even without music, is the scheduled appearance of James C. Petrillo, President of the American Federation of Musicians next Monday before the House Labor sub-committed.

In disclosing this, Representative Fred A. Hartley, (R), of New Jersey, Chairman of the full Labor Committee, said the subpoena was issued on April 11 and was based on "numerous complaints which had been made concerning the unfair practices of Mr. Petrillo and the American Federation of Musicians."

In the meantime, the Washington Post carried the following editorial suggesting that the so-called anti-Petrillo Act just declared constitutional by the U. S. Supreme Court, should be repealed.

"The Supreme Court's favorable view of the so-called Anti-Petrillo Act loses some of its significance because of what happened on the Senate floor about the time this decision was being handed down. When this case was dealt with by Federal District Court, we felt that James C. Petrillo had made a formidable assault upon the validity of the act directed against his featherbedding practices. Congress had singled out broadcasting employees for a special type of regulation. It put a penalty upon the use of force or duress to compel the hiring of more employees than are needed to perform actual services. But the law was limited in its application to broadcasting employees. We felt that this was an unreasonable and discriminatory policy which should not be permitted to stand.

"A majority of the judges on the Supreme Bench, however, found no constitutional weakness in the act on its face. 'It is not within our province to say", wrote Justice Black for a majority of five, 'that because Congress has prohibited some practices within its power to prohibit, it must prohibit all within its power.' The three dissenting justices thought the Anti-Petrillo Act too vague to meet the requirements of 'due process'. The significant fact is that Congress took note of both the weaknesses that have troubled some judges - vagueness and discrimination - when it gave the Taft-Hartley Act final shape. That act makes it an unfair labor practice for a union 'to cause or attempt to cause an employer to pay or deliver . . any money or other thing of value, in the nature of an exaction, for services which are not performed or not to be performed.'

"All unions in interstate industries are now subject to this restriction, and it seems to us that all doubt as to its meaning is removed. There is no point now in keeping on the statute books the vague and particularistic Anti-Petrillo Act, which was really designed to curb the activities of only one person. We think it should be repealed."

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SEN. WHITE THROWSUP SPONGE FOR RADIO BILL

Senator Wallace White (R), of Maine, in a surprise move last week suggested that the White-Wolverton Radio Bill to reorganize the Federal Communications Commission and revamp the radio laws be shelved for this session. Up to then every effort had been made to have it passed before Senator White retires next year.

Senator White's statement follows:

"Due to the press of other legislative matters and the fact that the hearings on the bill ran longer than expected, I do not now feel that the Committee should attempt to report the bill before the Congressional recess, expected about July 26th.

"I believe that the hearings just concluded served a very useful purpose. They highlighted the amazing technical and other developments in the communications field, as well as the extreme divergence of views in the industry itself concerning many basic problems. These problems and the many criticisms and helpful suggestions offered deserve and will receive prompt, as well as careful consideration by members of the Committee, by the Committee itself and in due course by the Congress."

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MERLE JONES RETURNS TO CBS AS GENERAL MANAGER OF WCCO

Merle Jones, veteran radio executive, has returned to the Columbia Broadcasting System as General Manager of WCCO, the network-owned station in Minneapolis-St. Paul.

Mr. Jones began his new duties Monday by meeting old friends and getting acquainted with the station personnel. The post has been vacant for the past two months since A. E. Joscelyn submitted his resignation to embark on a career in another industry.

Mr. Jones, who was born in Omaha in 1905, was with CBS for eight years until October, 1944, when he resigned as General Manager of KMOX, Columbia-owned station in St. Louis to become Vice-President and General Manager of WOL (Cowles Broadcasting Company outlet) in Washington, D. C. He resigned from that position about seven weeks ago.

He is Chairman of the Program Executive Committee of the National Association of Broadcasters, a member of the NAB Standards of Practice Committee and a member of the Broadcast Committee of the Advisory Board to the Bureau of the Budget. The last-named unit has just completed an important phase of its work which concerns recommendations for simplifying and revising Federal Communications Commission forms and questionnaires used by broadcasters.

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SURPLUS WALKIE TALKIES CAN'T BE USED FOR CITIZENS RADIO

It will no doubt come as a blow to many that war surplus "walkie-talkies" will not operate in the band which the Federal Communications Commission has designated for the use of the new "Citizens Radio Service" (person-to-person communication). This military equipment was designed for particular frequencies which could be used overseas but which, if employed in this country, would interfere with marine, police, fire and other radio services. It is impracticable to convert this apparatus, since an uneconomic degree of rebuilding would be involved.

Due to these and other considerations, it is illegal for an unauthorized individual to attempt to use surplus radio transmitting equipment. Under the Communications Act, no person may operate a radio transmitter without first obtaining a license from the Commission. Violators are subject to possible fine or imprisonment, or both. And the Commission's monitoring stations are quick to detect unlawful transmission.

As in the case with all types of radio operation, authorization will be necessary. In the case of the Citizens Radio Service, the Commission contemplates a simple procedure requiring no technical knowledge by the prospective user.

The day when individuals will be able to use small radio receiver-transmitters for private purposes moved a step nearer reality today when the Federal Communications Commission proposed technical requirements and procedure for obtaining type approval of equipment to be used in this contemplated new service.

In its frequency allocations report of May 25, 1945, the Commission set apart the band of 460-470 megacycles for this purpose. Subsequently, and in cooperation with manufacturers and others interested, the Commission's engineering staff worked out technical standards for the equipment to be employed. Every effort has been made to keep these requirements to a minimum consistent with the need for apparatus that is reasonably low in price and whose operation will not require technical skill, yet will permit the widest possible use with the least amount of interference to other radio operations.

The proposed Citizens Radio Service will provide an opportunity for adapting short-range radiocommunication equipment, including some of the pocket-size sets now under development, to varied personal needs. The possibilities for utilizing this type of radio are unlimited. It can provide contact in isolated places, such as ranches, farms, and industrial property; it can serve doctors, surveyors, hunters, fishermen and many others. Private boats and vehicles will be able to use it, possibly even connecting with telephone systems. At the same time, individual sending-and-receiving sets will augment communication facilities in time of accident or disaster. Pending the establishment of the Citizens Radio Service, no licenses are being issued to the general public except on an experimental basis.

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FORT INDUSTRY ENTERS DETROIT THROUGH WJBK IN $700,000 DEAL

The Fort Industry Company of which George B. Storer is President, and Harold Ryan, Vice-President, has again consolidated its steady gains by securing approval of the Federal Communications Commission for the purchase of Station WJBK, Detroit, for $698,285.

At the same time, the company, under an agreement with the Commission, sold WHIZ, Zanesville, for $272,500. Thus the number of stations owned by the Fort Industry still remains at seven.

The deal which saw 250-watter WJBK change hands is reported a record sales ticket for a local channel station. The nearest approach was the $500,000 fee paid by the Washington Post for WINX, Washington, in 1944.

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CBS SUED FOR $250,000

The Columbia Broadcasting System was named defendant last week in a $250,000 damage action brought in Supreme Court by Donald Q. Coster, former Army Colonel, who alleged that he had been held up to ridicule in a radio program broadcast last February 27th, called "Dakar Cover Plan", in which, he alleges, the public was led to believe that he was either the author of the story or had approved it.

In his complaint Mr. Coster said he was impersonated by a radio actor and the "plaintiff was thus made out and represented in and by said program as a liar, a braggart and fool and help up to public ridicule, scorn and contempt."

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RCA OPENS RADIO-TELEGRAPH CIRCUIT TO GREECE

The first direct radio-telegraph circuit between the United States and Greece was opened yesterday (July 1), by RCA Communications, Inc., Thompson H. Mitchell, Executive Vice-President, has announced.

The new circuit eliminates the London relay to which messages had been subjected. The Athens terminal of the service will be operated by Cable & Wireless, Ltd.

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*** SCISSORS AND PASTE ***

Credits Leonard Reinsch With Improving Truman's Broadcasts
(Drew Pearson in "Washington Post")

Credit White House Radio Adviser J. Leonard Reinsch with the big improvement in President Truman's radio voice. After long and patient study Reinsch found that the trouble with Truman's radio personality was that he talked too fast. Reinsch experimented with a number of gadgets, including a moving tape, before he clicked with the present successful formula.

Now Reinsch has Truman's speeches typed in large letters with only one sentence to a page. He has also convinced Mr. Truman that no station would ever cut the President of the United States off the air, no matter how slow his speech, and that he can take all the time he wants. Result: Truman now emphasizes every phrase, speaks easily, rarely stumbles.

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Television And Liquor Consumption
("Chicago Herald-American")

Have television sets in saloons increased liquor consumption? "Yes", says Bruce Brown, Vice-President of Standard Oil Co.

"No", asserts Commander Eugene F. McDonald, Jr., President of Zenith Radio Corp.

Day or two ago we quoted Brown as saying : "A baseball fan can now while away a whole afternoon in a saloon while he watches his favorite ball team play . . . more booze and less fresh air while watching the same old ball game."

Which brought this rejoinder from McDonald: "Remember when Jimmy Roosevelt came out with talkie films? The project flopped absolutely because tavernkeepers learned that people do not consume liquor when they're watching movies as they do when listening to music."

What is coming into the ear does not slow up consumption, avers McDonald, but eyes riveted on a screen halt elbow-crooking. How about it?

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An Old Story In A New Setting
(Leonard Lyons in "Washington Post")

Broadway's first television casualty was caused by the repeated close-ups of a left-field box at a ball game, where a glamorous screen star was sitting with her manager. He had told his wife that he was going to Westchester for a business engagement and forgot that they have a television set at home.

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Dutch Give Some Tips On How To Improve Broadcasts
(Philips Technical Review)

A recent issue (Volume 9, Number 2) of Philips Technical Review, published by Philips Laboratories in Holland, contains an article, "Installations for Improved Broadcast Reception" by P. Cornelius and J. Van Slooton, an extract of which follows:

Thanks to the fact that fading effect seldom occurs at different places simultaneously, its unpleasant consequences can be successfully counteracted by setting up receivers some distance apart (diversity reception) and connecting to the loudspeaker(s) only that one where the reception happens to be best at the moment. An apparatus has been worked out which brings this about automatically. In practice it appears that three receiving stations about 1 km apart are sufficient.

Interferences from other transmitters can be counteracted by applying directional reception with the aid of a frame aerial, preferably in combination with a normal antenna. Thanks to the freedom from disturbances thereby attainable, the bandwidth of the receiving set can readily be increased, thus improving the quality of the sound. Diversity reception and directional reception can easily be combined. The former, however, can only be considered for installations serving a large number of listeners.

Copies of the Technical Review may be had upon application to the North American Philips Co., 100 East 42nd Street, New York 17, New York.

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Senator White Hands It Right Back

(Senator Alexander Wherry (R), of Wisconsin in an article "Congress Has Its Fun" in New York Times)

Republican-Democratic parrying has produced some humor. Here is a brief exchange between Senator Barkley and Senator Wallace H. White, of Maine, co-author of the new White-Wolverton Radio Bill. It occurred after the GOP leader had issued some words in praise of one of his opponent's activities.

Mr. Barkley: I thank the Senator from Maine. This episode gives me hope and encouragement to believe that hereafter the Senators from Maine may have many occasions to endorse something done by a Democratic administration.

Mr. White: I do not expect to be overworked; but I shall try to meet my obligations in that respect.

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TRADE NOTES

Frank E. Mason, well-known to the broadcasting industry, has been appointed Executive Director of the United Brewers Association. He was Vice-President of the National Broadcasting Company for fourteen years and prior to that was President of the International News Service. Last year he traveled with former President Herbert Hoover to thirty-eight countries to study the world food situation.

After service in World War I, Mr. Mason was Chief of the Berlin office of the International News Service. During World War II, he was Special Assistant to the late Secretary of the Navy Frank Knox.

Chairman Denny of the Federal Communications Commission asserted last week a House cut of $1,300,000 in proposed funds for the agency will hamper the development of television next year.

Telecasting on a regularly scheduled program basis is being planned by Westinghouse in Boston early next year. Inauguration of test pattern and other experimental transmission is scheduled later this year, it was reported.

New York newspapers are carrying the followind advertisement:

"United States Television Manufacturing Corp. presents the Tele-Symphonic with pictures 2 feet x 1½ feet....Fully as big as this entire newspaper page!

"Also a tavern set with world's largest screen and a 10-inch home console with radio and phonograph.

"See Your Dealer."

The Honduran Ministry of Development, Agriculture and Labor has extended the contract between the Tropical Radio Telegraph Co. and the Honduran Government for an additional 20 years from its present expiration date in 1951.

Installation of the new 1,850 megacycle relay equipment recently acquired by television station WBKB in Chicago as part of its experimental radio relay link to Michigan City and South Bend, Indiana, has begun, according to the TV Association News Letter. One tower at Michigan City is already in place and another is under construction at New Carlisle, Ind.

Opening of the LaPorte County Fair in July is expected to be the first show aired via the relay.

All remaining home games of the Washington Senators, both day and night, will be televised by DuMont's Washington, D.C. Station WTTG. Under the sponsorship of Lacy's, electrical appliance dealers in the Capital, the games will mark the first special-events series to be sponsored in Washington.

John Ballantyne, President of Philco Corporation, announced last Sunday that the Corporation's Storage Battery Division has been acquired and is to be operated by the National Battery Company as a consolidation with its Gould Storage Battery Corporation for the manufacture and sale of Industrial Storage Batteries.

The Gould Company will assume warranty and service responsibility for all Philco Storage Batteries now in use and will have the right to continue manufacture and sale of Philco storage batteries during the transition period.

Local amateur radio operators at a picnic of the Washington D. C. Radio Club last week spent considerable time trying to locate a hidden radio transmitter with their mobile radio car equipped with a rotating antenna.

Lieut. Commander James M. Tippey, W3MNA won the hidden transmitter contest with Mrs. Fred Kennedy, W3MGM second.

A powerful marine coastal radiotelegraph station has been opened for commercial use at the Port of Galveston, Texas, by the Marine Division of Mackay Radio and Telegraph Company. Operating on the call letters KLC, the new station is tentatively on intermediate frequencies with a power output of 5,000 watts. It is scheduled for high frequency operation pending the necessary authorization by the Federal Communications Commission.

It is Mackay's first station in the Gulf area and follows closely the announcement of the opening of a similar station at Kent, Washington, near Seattle. The tenth station in the company's coastal station network will be placed in operation shortly in the Hawaiian Islands.

At a dealer meeting in New York the Sparks Withington Company, producers of Sparton radios, introduced six new table models sets retailing from $19.95 to $79.95. The top model is the only radio-phonograph combination. Three console models in various types of cabinet woods also were introduced. All are radio-phonograph combinations, with both AM and FM facilities, and retail for $229.95. The entire new line will be in the hands of Vim, Hearn's, Macy's and Bloomingdale's, New York dealers, within ten days, it was said.

Philadelphia radio dealers and FM broadcasters are prepared to open up a new market for FM radios following the introduction of which is described as peacetime radio's top-drawer secret, the Bendix Radio FactoMeter.

"The FactoMeter is an AM-FM set that is portable to any light socket", said J. T. Dalton, Bendix Radio Sales Manager. "It is equipped with a small, telescopic antenna and a precision meter which accurately translates the strength of incoming signals on the antenna.

"Since the very short waves of FM are only about ten feet long, as compared with the thousand foot wave length of standard broadcast, variations may occur within five feet. Thus, in the average living room there are apt to be several spots where FM reception is dead. At the same time, there are apt to be several that are noticeably high. This is determined by watching the meter as the operator explores the room with the FactoMeter."

Cost of Cacto-Meter is $124.95.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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NATIONAL BROADCASTING COMPANY, INC.
No. 1782
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"PHONE VISION SETS TO BE SOLD IN MILLIONS", GENE McDONALD

One of the most interesting things in connection with E. F. McDonald, Jr., President of the Zenith Radio Corporation, predicting last week the coming of "Phone-Vision" (television for which you pay as you listen over the telephone) was a letter which it has been learned he sent to all of his competitors not only assuring them of his confidence in the development which he believed would sweep the country but inviting them or their engineers to come to Chicago to have a look for themselves. Commander McDonald said that although "Phone Vision" is a development of his company, licenses will be granted to all qualified manufacturers who apply.

McDonald's joining the television ranks came as all the more of a surprise because up to now, while agreeing that television was technically acceptable, he has maintained it was economically unsound.

In the letter to his colleagues, the Chicago manufacturer wrote:

"On September 24, 1931, I addressed a meeting of the Radio Manufacturers' Association and stated that, in my opinion, the advertisers never could pay for the type of programs necessary to make television sets sell in the millions. I further stated that there was nothing wrong with television that money would not cure, and that I believed that some method would be found to use the telephone wires for television. I confirmed this in a letter that I sent shortly thereafter to J. M. Skinner, then President of the Philadelphia Storage Battery Company.* * * *

"Now comes Phone Vision which, I believe, is the best method of supplying the box-office necessary to enable the industry to present programs of high calibre, including the latest feature movies and newsreels. This will cause television receivers to be sold in the millions.

"Incidentally, Phone Vision is composed of two descriptive, generic words which cannot be copyrighted or trade marked by us or any other interest in the industry. The name belongs to the industry just as does 'radio', 'television', and 'phonograph'.

"Phone Vision works equally well with color television, projection receivers, or black and white. It operates by sending a 'key' signal over either a telephone or electric power line. Without this key signal the picture on the screen is a hopeless blur."

"Phone Vision" has been pretty well explained by lengthy press association dispatches but more details are given in an article "Television Gets A Box Office" by Herbert Asbury in the current issue of Collier's (July 12). Mr. Asbury writes:

"The television set was in a suburban basement some ten miles from Chicago, and on the screen was a moving picture that was being broadcast by one of the two experimental television transmitters of the Zenith Radio Corporation. But the picture was blurred and jumpy; it would have been impossible to look at it long without eyestrain.

"After a few minutes G. E. Gustafson, a Zenith executive, picked up the telephone and called the transmitting station.

"'Send the key', Mr. Gustafson ordered.

"Instantly the screen steadied and the picture became clear and sharp.

"'Stop the key', said Mr. Gustafson, and the picture again became a meaningless blur. He repeated the procedure several times. When he said, 'Send the key', the picture was clear and satisfactory; when he said, 'Stop the key', the screen jumped and blurred.* * * *

"Once wired television is ready, this is about the way it will work:

"You will buy a television set from your dealer, who will install it. Then the telephone company will attach the device that connects the set with your telephone and permits you to receive the key frequency, or 'unscrambler'.

"At regular intervals, say once a week, you will receive an announcement of forthcoming programs and the charge for seeing each. You will select the program you wish to see and notify the telephone operator, who will connect your phone so the key frequency can come in over the wire. If you have a dial phone, it probably will be possible simply to dial a number in order to get the program you want. Party lines will have a different key frequency for each subscriber.

"Once the telephone operator has been notified, the broadcast will be received on your set in the usual manner, and charges for television service will appear on your monthly telephone bill.

"It will not be possible yet to skip about on your television set as you do on the radio, seeing a little of this program and a little of that. When you order the phone operator to connect you with a certain television broadcast, you will be paying admission to a show of your own choosing; the difference is that you will see it in the comfort of your home rather than in a theater. You can't turn to another show, without paying, any more than you can walk out of one theater and into another and be admitted free.* * *

"The sets now in use cannot be adapted to wired television, and will become obsolete; but, as Mr. McDonald pointed out, they will be useless anyway when the Federal Communications Commission allocates to television a higher position on the wave band, as is proposed, and establishes standards now lacking."

At the moment Zenith operates the only television station in Chicago W9X2V. The other station, owned by Balaban & Katz WBKD, is temporarily closed for repairs.

It was a coincidence that almost at the same time the "Phone Vision" story broke that the New York Times (July 7) should carry a picture from Moscow of a new small Russian television set combined with a telephone showing the photograph of the person talking at the other end of the wire.

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"VOICE OF AMERICA" FINALLY GETS BY BUT THAT IS ABOUT ALL

When the State Department appropriation bill finally reached the White House, it included $12,400,000 for the Department's foreign information and cultural program which provides a slashed budget for international broadcasting, the "Voice of America" programs, and only about enough in addition to liquidate the Information Department's other overseas activities.

Of the $12,400,000 allotted to overseas information activities, less than half the $31,000,000 asked for by Secretary Marshall, $6,857,000 was appropriated for broadcasting the "Voice of America" throughout the world. The bill provides, however, that all broadcasting except to critical areas like Russia, southeastern Europe and certain Far Eastern areas, must be turned over to the private broadcasting networks within 90 days.

The big networks insisted they did not want this responsibility, but Congress was determined to get the bulk of the broadcasting out of the State Department's hands. The networks are expected to hire some of the language experts and announcers whom the State Department has been using.

The State Department's present broadcasting organization in New York will be virtually scrapped; the controls exercised in the past by a large staff of "area specialists" in the department in Washington will have to be carried on by a handful of surviving officials, after arrangements have been made with the networks for transmitting State Department policy to them.

Employees of the International Broadcasting Division of which there are 400 in New York City, will have three months' pay provided to enable them to look for other jobs.

The Department expects to be able to continue the daily wireless bulletin which brings texts and other official news to embassies and legations throughout the world.

Meanwhile Gen. Dwight D. Eisenhower pleaded before a Senate Foreign Relations Subcommittee for approval of the Mundt bill, which would authorize the State Department's continuance of information and cultural work abroad on a permanent basis.

"People who understand each other do not fight", said the Chief of Staff, arguing that the Mundt bill would play a large part in creating understanding and "preserving permanent peace".

The General's plea will not result in more money for the information program or the "Voice of America" at this time, but the subcommittee asked State Department officials to describe just how the slim fund of $12,400,000 will be spent.

Secretary Marshall sounded a new warning to the Senate that the failure of Congress to act on the Mundt bill this session will place "serious handicaps on carrying out our foreign policy".

Senator H. Alexander Smith (R), of New Jersey, Subcommittee Chairman, said he believed the Committee would report the bill and get it on the calendar this session, but he indicated there was little hope the measure would get the green light from the Senate leadership. The measure has already passed the House by a three to one vote.

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WTOP EXPLAINS ADVERTISEMENT WHICH RILED KATE SMITH

In the July 5 issue of Billboard Magazine, there appeared an account of a broadcast on the Mutual network by Ted Collins and Kate Smith alleging that WTOP was guilty of "one of the dirtiest tricks" in the business, referring to publicity measures taken by WTOP announcing the Kate Smith successor on WTOP.

According to Carl J. Burkland, General Manager of WTOP, the Columbia station in Washington broadcast apparently refers to advertising by WTOP about an entirely different situation and was printed eight months before CBS knew that Kate would change to Mutual this Summer. Mr. Burkland formally explained the matter as follows:

The copy of the advertisement which first appeared in November 1946 read:

"When 'Kate Smith Speaks' moved from noon to 11:00 A.M. in Washington, D. C. during the daylight saving months, WTOP was put on a spot....with the job of replacing high Hooperated Kate with a local origination.

"We took our cue from Kate Smith. She had delivered a large quota of news at noon. And listeners liked it...The story of our 'understudy' for Kate Smith backs WTOP's claim of a special skill in building local programs for Washington."

"The advertising agency handling the Kate Smith account approved the copy before it was placed with any magazine. WTOP feels that the advertisement in no way belittled Miss Smith. On the contrary it held her ability to get listeners as worthy of emulation."

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SANTA FE TRAIN RADIO LAST WORD FOR PASSENGER PLEASURE

Philips B. Patton of the Farnsworth Television and Radio Corporation of Fort Wayne, recently gave the Railroad Communications Club in Chicago a description of a radio system now being installed by his company for passengers on Santa Fe trains.

"Systems adopted by other progressive roads are similar, but none is more comprehensive", Mr. Patton said.

"A train line is employed to carry four program channels: a channel of semi-classical music, a channel of popular music, a channel of standard broadcast radio reception, and a channel for travel talks or train announcements.

"Room passengers may select whichever channel they prefer, or may, of course, listen to none. Chair car passengers as a group have available to them these same selections. The program selecting equipment in chair cars, however, can be operated only by the car attendant, who must choose the type of entertainment believed most suitable for the occasion. Except in the case of broadcasts of national importance and universal interest, only recorded music is distributed in open cars. Club car passengers as a group have these same programs available, also subject to the discretion of the attendant, but it is anticipated that the use of the popular music channel will predominate in the car containing the bar.

"The diner carries its own separate music system which reproduces special luncheon or dinner music. In addition to offering a change of atmosphere, this special mealtime music speeds up service and effectively enlarges the diner capacity. Selections are contained in groups forty minutes long, separated by five-minute intermissions. It has been found that a large percentage of the passengers will manage to time their meals by these groups and will leave the diner during an intermission. The pause has been found to be particularly effective in clearing the car of passengers who have completed their meal and are talking, smoking, or relaxing, while other passengers wait for service.

"Wire reproducers, radios, and preamplifiers to feed the train line are located in a locked compartment in the lounge car where only maintenance personnel at terminals have access. This lounge car program source supplies all of the cars of the train line, except the diner. Remote controls, capable only of turning equipment on and off and changing from one radio station to another, are under the supervision of the lounge car attendant.

"In each open car, six to ten loud speakers are recessed in the ceiling, depending upon the size of the open section. These speakers are arranged so that each passenger is located within a short distance and within the high quality coverage angle of a speaker.

"Train announcements may be made from microphones located in one or more cars of the train. These announcements automatically interrupt programs in chair and lounge cars, and, if desired, in the diner. Room passengers, however, do not hear train announcements automatically. Instead, they are notified each time a public address microphone is removed from its hang-up bracket by the lighting of a panel in the bedroom selector unit panel. They may hear the announcement, if desired, by pushing the "Train Announcement" selector button."

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RADIO SET EXPORTS SOAR; PROBABLY $60,000,000 THIS YEAR

Commerce Department officials predict that exports of radio sets this year may reach $60,000,000. The Commerce Department stated that radio exports during the first four months totaled $81,175,055, more than five times as much as in the corresponding months of last year. That is equivalent to an annual rate of $93,566,000 a year, but the Department doubted that would be attained. It said the biggest block to maintaining the current rate is the shrinkage of dollar reserves of many foreign countries.

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RELIEF FROM DIATHERMY RADIO INTERFERENCE BELIEVED IN SIGHT

Interference caused by medical diathermy equipment to radio and television broadcasting, police and fire radio, air traffic control, etc., is to be eliminated, according to a press release of the Raytheon Manufacturing Company.

"This was revealed", says the release, "in approval certificate D473 granted by the Federal Communications Commission to Raytheon Mfg. Co. covering its new Microtherm microwave diathermy unit. The frequency of 2450 megacycles has been assigned for this type of equipment.

"Because of the extreme disturbance caused by diathermy interference, on May 9, 1947, the FCC issued public notice setting forth proposed rules and regulations relating to industrial, scientific and medical service. Pursuant to these rules, no equipment can now be manufactured that does not comply with these regulations. The rules confine the radiation of diathermy equipment to a very limited portion of the radio spectrum so that interference will not be caused to the other services.

"Raytheon's Microtherm, which uses radar frequency, is the first microwave diathermy equipment ever to receive FCC approval. Any existing diathermy equipment will be permitted by the FCC to operate for a period of five years from July 1, provided no interference is reported. In the event that interference is reported on any existing equipment, the operator will be forced to discontinue using the equipment, and either reengineer it to meet the new regulations or cease operating it."

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OKEHING OF REP. JONES FOR FCC PREDICTED ON CAPITOL HILL

Congressional sources seemed certain that Representative Robert F. Jones (R), of Ohio, would be confirmed by the Senate Interstate Commerce Committee to succeed Commissioner Ray Wakefield of California, whose nomination for a second term was withdrawn by President Truman. This was based on the fact that (a) Representative Jones, during the hearings of the Senate Interstate Commerce Monday and Tuesday (July 7 and 8) repeatedly denied the charge made by Drew Pearson, radio commentator and columnist, that he had been a member of the old Black Legion, successor in Ohio to the Ku Klux Klan, (b) lack of confidence in witnesses because of their past records who were called from Ohio to testify against jones; (c) desire of certain Congressional members to get back at Pearson for his criticism of them over the radio and in the press, and (d) strong backing of Representative Jones by Senators Taft and Bricker of Ohio.

Incidentally it was authoritatively denied that former Governor James M. Cox, of Ohio, owner of broadcasting stations in Dayton, Atlanta and Miami had urged the President to recall Congressman Jones' name as stated in the Pearson broadcast last Sunday night, July 6th.

Replying to sworn statements by two members of the hooded organization that they helped induct him, Mr. Jones declared:

"There is absolutely no tieup by me with any organizations that are subversive."

Six character witnesses appeared on behalf of Mr. Jones shortly before he took the stand. Ohio neighbors, a former classmate and a Catholic priest all testified that he is a fair-minded man.

Virgil Herbert Effinger, former Commander of Black Legion Post at Lima, acknowledged signing an affidavit that he witnessed the alleged ceremony, but said he could not recall on the stand whether Mr. Jones actually had been sworn in. His 1938 affidavit said he saw Mr. Jones take the oath.

Testimony brought acknowledgments by:

1. Police Chief Frank A. Barber, of Beaver Dam, Ohio, that he was committed to a hospital for the insane for 61 days in 1922 and that he once was jailed for "shooting a guy" in Hammond, Ind. He said his commission to the hospital resulted from a "frame up".

2. Glenn E. Webb, of Lima, Ohio, that he forged 19 payroll checks in 1942 while employed by Lima Cord Sole and Heel Co. The checks totaled $653.86, Webb said. He had testified he had administered final oath to Jones.

Effinger, commenting on an affidavit stating he was convicted of contempt of court, said he could not remember whether he paid a $200 fine and served two months in jail for what Senator Brewster called "false and perjured allegations" against an Allen County (Ohio) judge.

Mr. Jones' testimony concluded the subcommittee's open hearings. Senator Brewster (R), of Maine, Chairman, said the group will meet later this week to further consider the nomination.

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WATL, ATLANTA, UPHELD BY NLRB IN ADVISING EMPLOYEE

In a decision upholding an employer's right to free speech and expression of opinion, the National Labor Relations Board Monday, July 7th, dismissed four out of five charges of unfair labor practices brought against Radio Station WATL, Atlanta, by the American Federation of Radio Artists, AFL.

The NLRB sustained the station's management in advising a newly-employed news editor that he might advance further in the company if he refrained from joining a union. It also sustained dismissal of two announcers for "refusal of duty", and said the station's manager was free to make any comment he liked about unions in general.

Moreover, the Labor Board said, harsh words and even blows may be traded during heated contract arguments without being in violation of the Wagner Act.

On one point only did the union win its contention. The Board ordered reinstatement of Lawrence J. Mellert, announcer, whom the radio station refused to rehire because he had brought suit for alleged unpaid salary and filed charges before the Labor Board. Mr. Mellert had been released to make way for returning war veterans, but reapplied on learning of a vacancy.

The NLRB said rejection of Mr. Mellert's application because he filed charges with the Labor Board was in violation of the Wagner Act, and said he must be reinstated without loss of pay.

Upholding the right of free speech by an employer, the Board said Station Manager Walter Speight (since resigned) did not err when he advised Stanley Raymond that his prospects in the company would be better if he were not a member of a union.

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PETRILLO PLAYS WASHINGTON FOR TWO DAYS TO CAPACITY AUDIENCES

Whatever the House Labor Subcommittee may still have up its sleeve, it appeared to be the general opinion that James C. Petrillo, President of the American Federation of Labor, who many believed was called into the Washington wood-shed for a good Congressional spanking, came through much better than those who called him to the Capitol had expected.

Pugnacious from the start, but for the most part apparently enjoying his exchanges with the Congressmen, Petrillo hit the front page at the opening of his two days on the witness stand by warning the Labor Subcommittee, of which Representative Kearns (R), of Pennsylvania, himself a union musician and former music teacher, is Chairman, that his union would cut off network broadcasting February 1, 1948. Also, as he had previously threatened that the Union would refuse to renew its recording contract.

Later he modified his statement to the extent of saying, "that's how I feel right now". He added that "something might happen" to change his mind and "maybe none of it will materialize".

At present the music czar said, 603 of the 904 stations in the United States employ no musicians.

"Yet those 603 run 90 per cent of the time with music", he said.

"We are not going to give them any more music for nix", he added.

He claimed that musicians are faced with mass unemployment and traced this directly to commercial musical recordings and to chain broadcasts.

Pressed for an explanation of the decisions of his organization, Mr. Petrillo told the Sub-committee:

"All we can see ahead in the future is ruination for musicians. I do not think we are doing anything that anybody else would not do to protect their business."

In regard to the recordings, he said the union would make no more unless it could go into the business itself.

The highlight of his second day's appearance was Petrillo's admission that under the newly enacted Taft-Hartley law the American Federation of Musicians will have to abandon the so-called "stand-by" practice of requiring radio stations, phonograph recording companies and theaters to employ a union member to stand by when a non-union member performs.

Another effect of the new law, Mr. Petrillo said, will be to prevent secondary boycotts whereby the musicians' union occas-

ionally has threatened to remove big-name bands from national networks programs as a means of forcing some small local station to come to terms in a labor dispute.

Mr. Petrillo readily agreed to a suggestion by Representative Kearns that he confer this Summer with representative music teachers and school authorities to work out a Nationwide arrangement covering all disputed points, including broadcasts and recordings by school organizations and the controversial requirement that stand-by musicians must be hired whenever amateurs participate in radio programs.

"I'm certainly willing to sit down and make an agreement", Mr. Petrillo said. "It will clear up most of the misunderstanding. After all, I come from the amateur class. The public doesn't know it, but I got my first professional job on the basis of experience with a school band. Jane Addams, famous Chicago welfare worker who died some years ago, bought me my first trumpet, and I worked my way up from the amateur ranks."

"If it wasn't for the Chicago public schools which paid for my lessons, I never would have been a musician myself.

Petrillo emphasized, however, that he would continue to fight "attempts by radio stations to commercialize broadcasts by school children or any similar moves that would run counter to my predominant aim of safeguarding and maintaining the bread and butter of the professional musicians in my organization."

The Labor Subcommittee members asked Mr. Petrillo many questions regarding his so-called dictatorial policies not only with regard to the broadcasters but moving picture theatres, hotels and night clubs. Many complaints had been made Mr. Petrillo was told, that his union made exorbitant demands as to employing many more musicians than were actually needed and obliged them to pay higher wage scales.

Numerous other witnesses are expected to be called and the hearings may continue from time to time for several weeks.

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BBC NOW USING 50 TRANSMITTERS

For home programs the British Broadcasting Corporation has at present 50 transmitters on 37 sites in Great Britain; of these 10 transmitters on six sites are in Scotland. In addition, six BBC transmitting sites in Great Britain are used for oversea broadcasts; none of these is in Scotland.

The only BBC television transmitter in Great Britain is located at the Alexandra Palace in London.

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FEDERAL RADIO LABOR SLOWDOWN CAUSES I. T. & T. LOSS

The International Telephone and Telegraph Corporation reported last week that operations for the three months to March 31 resulted in a net loss of $2,051,402, compared with a net loss of $1,520,588 in the comparable period last year.

Sosthenes Behn, President of I. T. & T. attributed the loss this year to a labor slow-down in operations of the company's manufacturing subsidiary, Federal Telephone and Radio Corporation which occurred during recent negotiations for renewal of a labor contract. Operations at Federal's Clifton (N.J.) plant have been suspended since May 29th.

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ANTONY WRIGHT IS NEW CHIEF ENGINEER AT U. S. TELEVISION

The appointment of Antony Wright, former Manager of the Television Receiver Engineering Section of the Radio Corporation of America, as Chief Engineer of United States Television Mfg. Corp. has been announced by Hamilton Hoge, UST President. Mr. Wright was with the engineering staff of RCA for nineteen years, and responsible there for engineering television receivers for mass production. During the war he was in charge of RCA's airborne television product design for the Armed Forces, a project which produced almost all of the needs of the Armed Forces in this regard.

A UST press release states further :

"United States Television was first to produce large-screen projection type television receivers. Of this type of television sets, 95% of those in public places are UST models. The 475 square inch picture is the largest on any television set now being produced, and the set is in great demand by hotels, bars, and restaurants.

It is estimated that over 2,000,000 people have seen television on UST sets.

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PANNILL RETIRES AS PRESIDENT OF RADIOMARINE

Charles J. Pannill retired last week as President and Director of Radiomarine Corporation of America, which he had been with since 1928.

As a veteran in the field of wireless, he served the radio industry and the Government continuously from 1902 when he joined Professor Reginald A. Fessenden in the latter's early wireless experiments. In 1914, Mr. Pannill left the Marconi Company to join the U. S. Navy as Expert Radio Aide and assisted in laying the foundation of the present Naval Communication Service.

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A HUMORIST KIDS FM

Here's one for Bill Bailey, Director, and the newly formed FM Association. In an article captioned, "Reducing With FM", Fred Othman writes in the Washington Daily News (Scripps-Howard):

"Your waistline's beginning to spread? Your wife is worrying about her hips? Then, friend, buy a frequency modulation radio set. Provides wonderful exercise for those who would reduce to music.

"I am certain of this. The Radio Manufacturers' Association predicted 2,600,000 Americans will buy FM radios this year. So I bought. I have been shinnying up on the roof and scrambling down again ever since. If I don't break my silly neck, I'll be streamlined like a Rocky Mountain goat.

"Why the manufacturers have not advertised FM radios as exercising devices is not clear to me. They said nothing about this advantage when I bought mine. It was not cheap. The man delivered it and plugged it in. It made sputtering noises. No music.

"I phoned the dealer and he said what I needed was an aerial. I said I had an aerial for my old radio. He said I needed a special FM aerial. "How much?" I asked. "Twenty-five dollars, unless we run into trouble", he replied. I told him to go jump. I said I'd put in my own aerial.

"The clerk at the radio supply house said an FM aerial was a little complicated. I said I was handy with a screwdriver. So he sold me, in a pasteboard box six feet long, a double-fold, quarter and half-wave dipole antenna of polished aluminum, calibrated in megacycles, with 60 feet of 300-ohm coaxial transmission line and, he said, unidirectional characteristics.

"I nailed this to the roof, as per directions, strung the cable down through the front window (my bride, whose hips are o.k., was not enthusiastic) and hitched same to the radio. I turned to Page 3: "Tuning the Dipole Antenna."

"The instructions said to face it broadside to the station to be tuned in. I crawled up to the roof again and loosened the calibrated dipoles. The book said to tune them to the station by sliding like a trombone, until I achieved maximum signal strength.

"Only I was on the roof and signal strength, if any, was in the living room, two floors below. Considerable yelling down to my bride (who was worrying about what the neighbors would think) brought in maximum signal strength. I bolted the dipoles tight, squeezed through the trapdoor, and went downstairs to enjoy my new radio. It was, if I do say so, superb.

"A phonograph record was being broadcast. It was so clear and so staticless thatI could hear the scratch of the needle in the studio. I flipped the dial to another station. Nothing happened, except spuzzz. What to do? Mrs. O said why not look at the directions.

"To tune in a new station on an FM radio, the booklet said you must tune the antenna. Back to the roof I went and tuned her in and bolted her tight. And station No. 2 sounded fine. No. 1 didn't sound at all.

(Conclused on Page 16)

SCISSORS AND PASTE

If You Have TV Set You Get To Know Neighbors' Kids Better
(Larry Wolters in "Chicago Tribune")

In these days when every dawn may bring some new strain on the family ties, it's good news when something that strengthens the family circle comes along. That something many people are finding in television. When popular video features are on the air you are likely to find a semi-circle of fans clustered about the receiver, small fry on the floor, in any television home. * * *

Any parents, with radio pictures in the house, will tell you that they are seeing more of their children since they got the set. Also more of the kids in the block and neighborhood. And they are learning more about them. Kids are willing to stay home more and they often bring the gang in. Other grownups, too. And everybody has a popping good time with popcorn, just plain pop, and bubble gum.

Anormous quantities of these commodities are consumed during the telecast of nine innings of baseball or an Australian team tag and one wonders what new heights of prosperity will be reached by vendors of these goods when telesets number millions instead of thousands.

It wouldn't be accurate to say that television keeps kids away from the movies, but they some times come home now without sitting through them a second time lest they miss a television show.

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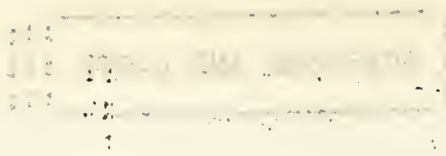
WBBM Shows Up Politicians, Juvenile Delinquency Care
("Variety")

WBBM, Chicago CBS outlet, blew the lid off juvenile delinquency there at press preview of its new public service show, "Report Uncensored", which rends local political paternalism and misconduct rampant in State institutions for young criminals. The show goes on the air July 7 in evening slot vacated by Lux Theatre for its summer hiatus. Material is expose based on tape recordings gleaned from unsupervised interviews in State reformatories, such as St. Charles Reformatory where payroll padding of 600 to supervise 300 youngsters is exposed.

The show was previewed by National Conference of Juvenile Court Judges who are unanimous in their approval of approach to problem. Another preview before show hits the air is skedded for City Council, Board of Education and civic leaders in Chicago, all vitally interested since 56% of all crime committed in Chicago is perpetrated by youngsters under 18 years of age.

Deal has complete endorsement of Chicago Bar Association, which will give free legal advice in all cases involving juvenile crime.

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Whiteman Disk Shows No Perfunctory Grind
(R. W. Stewart in "New York Times")

As would be expected in the broadcast (Mondays through Fridays, 3:30 to 4:30 P.M.) over which the "dean of American music" presides, the programming of selections is superior. The hour is no perfunctory grind of repetitious recordings. While naturally not omitting swing, the kind served up is not of the cacophonous variety.

Mr. Whiteman joshes with Douglas Brown, the announcer and would have his listeners know that the products he advertises carry his approval. But in the aggregate Mr. Whiteman's offering is a bright afternoon spot.

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Radio Senator Whoops It Up For Townsendites
(George Dixon in "Washington Times-Herald")

Senator Glen H. Taylor of Idaho, who gave up professional broadcast clowning to be a lawmaker, was principal speaker at a convention of 4,000 Townsendites here.

These Townsendites are people who wish to live openly on the people in contrast to more retiring parasites who want to do it less obtrusively. As usual the Townsend plan was extolled as the salvation of those who do not care to work.

The cowboy-radio comedian, who now carries the more imposing title of "senior senator from Idaho", whooped it up for the would be free leaders by playing his guitar, telling the story of his life, and erupting occasionally into song. It was almost as dignified as his performance in the big labor veto filibuster.

Taylor, who looks and acts like a retired trick bicycle rider from the old Pantages time - he's always onstage - brought down the place with applause when he declared he would certainly vote for the Townsend plan if given the opportunity.

This was really nothing to be surprised about because he has distinguished himself of late by voting against virtually all constructive legislation, yapping that we must get along with the Russians, and constantly attacking American business.

In fact, he told his appreciative audience that, "I got here over the bodies of corporations."

* * * * * * * * * * * * * * *

British TV Service Is Transmitting Plays From Theatres
(Maurice Gorham, Head of BBC Television, has written to Will Bolton, Editor of Television Broadcasters Assn. News Letter)

I saw in your issue of April 24th a mention of the first telecast direct from a theatre in the U.S. with the mention "the BBC handled a similar program in London several years ago." I am sure you will be interested to know that we have done rather more of this than your reference implies. In 1939, we did a dozen direct telecasts from theatres, and since we reopened in June, 1946, we have done nine direct transmissions from theatres including straight plays, musical comedies and variety bills."

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TRADE NOTES

Award of 46 scholarships and loans, totaling $14,650, to employees and children of employees have been announced by the General Electric Company. Nineteen scholarships for undergraduate study were granted, including 13 under the G-E Employees Education Foundation, part of a $1,000,000 Educational Fund established in 1945 in honor of two former company presidents, Charles A. Coffin and Gerard Swope.

The Zenith Radio Corporation announced Monday that its net income for the fiscal year ended on April 30 was $594,452 after tax credits of $908,122. The profit was equal to $1.21 a share of capital stock. It contrasted with an adjusted net loss of $99,015 for the preceding year.

Twenty-two student officers from the Naval Postgraduate School at Annapolis, Md., have completed a week-long tour of RCA Victor Division plants in Camden, N.J. and at Lancaster, Pa., and Harrison, N.J., and the RCA Laboratories at Princeton, during which they viewed and discussed the latest developments in many types of electronic equipment.

Among the 35 subjects discussed during the two-day period were such RCA research projects as color television, the antennalyzer, facsimile, electronic counters, and various new high-powered, high-frequency tubes.

Magnovox Company - Quarter to May 31: Net profit $627,523, or $1.26 a share, against $325,512, or 65 cents a share, for May quarter a year ago.

That the British are now spending at the rate of $4,000,000 a year on television is reported from London and that sets are selling four times as fast as during the prewar days.

Leo F. Pambrun, formerly Manager of Radio Advertising for the Stewart-Warner Corporation, has been appointed Director of Advertising, Sales Promotion and Public Relations for the Majestic Radio and Television Corporation, Elgin, Ill.

More than 750 engineers, physicists and chemists, recent graduates of 150 U. S. colleges and universities, have been accepted for employment this year by the General Electric Company, and will enter G.E.'s $1,000,000-a-year education program.

The largest number of 1947 graduates are student engineers who will enter the Test Course, which 20,000 men and women have completed.

A featured article in the current issue of The Saturday Evening Post is "You Can't Say That On The Air" by John Van Loan.

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PETRILLO ONLY A NEWSPAPER BUILD UP, CANADIANS TOLD

Walter H. Murdoch, Canadian executive officer of the American Federation of Musicians, testified in Ottawa last week, according to the Associated Press, that the Federation's executive body and not James Petrillo decided Federation policies.

Mr. Murdoch told the radio committee of the House of Commons that United States newspapers had depicted the Federation's president through cartoons and articles as something he was not. He said 330 of the newspapers owned radio stations.

A Committee member, Cal Miller, said that if Mr. Petrillo was not a "boss king" of some kind, why was it necessary for the United States Congress to pass laws restraining his powers? Mr. Murdoch replied that if any member of the House of Commons "moved some of the damn fool legislation that goes through Congress, he would be laughed out of the House."

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SENATOR ASKS HOW WASHINGTON, D.C. DAYLIGHT TIME IS WORKING

Senator J. Howard McGrath (D), of Rhode Island, has asked the Commissioners to give Congress a formal report on his bill to put the District of Columbia on daylight saving time every Summer.

Washington's present daylight saving law is for this Summer only.

Commissioner John Russell Young said he had received only good reports on the present daylight saving time plan. McGrath said no action is planned until after the Commissioners submit a formal report.

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(Continuation of story "A Humorist Kids FM" on page 12)

"There are six FM radio stations here in Washington. Each, to be heard properly, calls for a climb to the roof, plus co-operation of somebody in the living room. The exercise is wonderful, while the shouting between aerial operator and the lady in the parlor is good for the lungs."

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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July 16, 1947

CAESAR PETRILLO CAME; HE SAW; AND SOME SAY HE CONQUERED

Whether or not J. Caesar Petrillo outsmarted the Congressional Labor Subcommittee which called him to Washington to be spanked, is still a matter of opinion. Unquestionably though the appearance of the little boss of the America Federation of Musicians has accomplished considerable good. Both sides have apparently profited by it. There is to be another session in the latter part of September, as a House Committee member explained, "thus putting Jimmy on probation for 60 days to see if his promises to be a good boy will work out".

One of the "good boy promises" was Petrillo's offering to get together with teachers and school authorities to work out an arrangement covering all disputed points, including broadcasts and recordings by school organizations and the controversial requirement that standby musicians must be hired whenever amateurs participate in radio programs.

Also it was the impression that Petrillo backed down on his feather-bedding demands (hiring of unnecessary standby musicians for network programs) but that he would have been forced to any way if not by the Congressional Committee by the Supreme Court declaring the Lea Act constitutional which is aimed at this practice.

Many seemed to think Petrillo's threats to strike against the networks February 1st and go into the recording business himself December 31st were simply bluffs for an advantage in bargaining for new contracts. Others appeared to believe the gun might be loaded. Only Mr. Petrillo himself seemed to have the answer on this.

There was a distinct impression on the part of those who attended the hearings that the labor leader by his sharp but mostly good natured comeback had cashed in on his trip to Washington and had made friends on the Congressional Committee. At any rate some of his comebacks gave them the best laughs they had had in a long time.

One of these was the sidestepping by Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the Subcommittee, a professional musician, a member of Petrillo's union, of an invitation to conduct the amateur orchestra July 4 at the Interlochen Music Camp. Petrillo said if Kearns accepted he'd lose his union card. When this matter came up at the hearing and there still seemed to be a possibility of Kearns belatedly accepting (which Kearns said he had intended doing all along), Petrillo said ominously: "I wouldn't advise Mr. Kearns to conduct at Interlochen at this time. I would advise that we talk the thing over."

For the most part the press continued critical, the Washington Post saying:

"Mr. Petrillo represents in effect the displaced persons of a greatly overstocked profession. He is the modern symbol of resistance to technological change on the part of persons who see their jobs evaporating through greater use of recordings, 'canned' broadcasts, movies and juke boxes. * * *

"Mr. Petrillo would answer this dilemma by forcing more widespread employment of musicians through restriction of technological advance. Carried to its extreme, that would mean that no new invention could ever be applied when it meant displacing a worker. Such a practice, which is a form of featherbedding, would soon chill incentive. In Mr. Petrillo's own union is to be found part of the solution. The great majority of AFM members are not full-time musicians. They have come to the realization that there is not enough work to go around for the number of qualified professionals and have adjusted their lives accordingly. They know there is no real security or satisfaction in made work. Mr. Petrillo would earn a great deal more sympathy for the plight of displaced musicians if he sought to ease their transition into other fields instead of merely striving to perpetuate a situation which in reality no longer exists. In this respect, moreover, society has an obligation."

Variety commented in a lighter vein:

"House Labor subcommittee which summoned James Caesar Petrillo to Washington to heap hot coals on his head was eating out of the AFM boss' hand by the second morning of testimony, exchanging verbal bouquets, enjoying his wisecracks, retorts, etc.

"Petrillo, obviously enjoying himself, frequently had the entire audience in an uproar of guffaws. High mark of harmony came after Petrillo, who several times declared 'I'm not a dictator', told the Committee that he and his union intended to abide by the Lea Act.

"Representative Graham Barden (D), N. C., who had jumped on Petrillo lightly in an earlier session, told him: "You know, I'm beginning to think you're a pretty human fellow."

"Petrillo: 'You ought to hear me tell stories in a bar! Have you fellows heard the one about the fleas?'

(Laughter)

"At another point -

"Petrillo: 'While we're talking about it (a proposal to sit down with music educators and U. S. military chiefs to work out bandplaying agreements) why not do the same with President Truman? He plays the piano."

"Rep. Carroll Kearns (R, Pa.): 'We'll employ him as a standby!'"

(Laughter)

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RCA HIGH COMMAND CHANGES; SARNOFF, CHAIRMAN, DUNLAP, V-P

With the retirement of Lieut. Gen. J. G. Harbord last week as Chairman of the Board of the Radio Corporation of America, Brig. Gen. David Sarnoff was elected Chairman. He will serve as RCA Chairman as well as its President.

At the same meeting Orrin E. Dunlap was elected Vice-President in charge of Advertising and Publicity and Maj. Gen. Harry C. Ingles, USA retired, formerly Chief Signal Officer of the Army, now President of RCA Institutes, was elected a Director of RCA.

General Harbord joined RCA on January 1, 1923 and served as President until his election as Chairman in 1930. While he is relieved from active duty, he has been named Honorary Chairman of the Board and will continue as a member of it. A native of Bloomington, Ill., he joined the Army as an enlisted man in 1889, receiving promotions steadily and played an active part in World War I with General Pershing and President Wilson. He received the rank of Lieutenant General on July 9, 1942.

General Sarnoff, born in Russia in 1891, was brought to America when 9 years old and his first employment was as a messenger boy with the Commercial Cable Company. He later became an office boy for the Marconi Wireless Company and lived to become an intimate friend of Marconi himself.

Young Sarnoff, later a ship's wireless operator, came into national fame as wireless operator at Wanamaker's in New York at the time of the sinking of the Titanic, working for several days without sleep receiving names of those lost and saved.

In World War II, General Sarnoff became a Brigadier General in the Army. Along with Secretary of State Marshall and General Eisenhower, General Sarnoff was largely credited with saving the "Voice of America" having first been consulted on this by President Roosevelt.

Mr. Dunlap became Director of Advertising and Publicity of RCA on January 1, 1944, after serving for four years as Manager of the RCA Department of Information.

Before joining RCA in 1940, Mr. Dunlap was Radio Editor of The New York Times for eighteen years, the Times' first Radio Editor. His association with radio dates to 1912, when he built an amateur wireless station at his home at Niagara Falls, N.Y. He was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Association and a senior member of the Institute of Radio Engineers.

Mr. Dunlap, who was chief operator of the Marconi Wireless Telegraph Company of America aboard the S. S. Octorora in 1917, served during World War I as a radio operator in the U. S. Navy,

graduating from the U. S. Naval Radio School at Harvard as one of the three honor men of the class. He was assigned to duty at the Naval radio station NBD, Otter Cliffs, Me., the Navy's principal receiving station during the war and where only the best operators were sent.

After graduation from Colgate University in 1920, Mr. Dunlap attended Harvard Graduate School of Business.

Mr. Dunlap is the author of ten books on radio, including two on advertising, "Advertising by Radio" and "Radio in Advertising". His other volumes are: "Dunlap's Radio Manual", "The Story of Radio", "Talking on the Radio", "The Outlook for Television", "Marconi: His Life and His Wireless", "The Future of Television" (1942 and 1947 editions), "Radio's 100 Men of Science", and "Radar: What Radar Is and How It Works."

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FEDERAL TRADE COMMISSION CITES RADIO KITS CONCERN

False and misleading advertising of "radio kits" is charged in a complaint issued by the Federal Trade Commission against Radio Kits, Inc., 120 Cedar Street, New York. The correspondents are engaged in the interstate sale of radio parts assembled in kits.

According to the complaint, the respondents have represented that the kits were designed by one of the leading instructors of the national defense program and by graduate professional engineers; that any individual can build a complete radio from the parts contained in the kits without any assistance provided he follows the diagrams and instructions supplied with them; that the kits contain all the necessary parts for the building of a radio; that the radio sets assembled from the parts will receive the broadcasts of all radios operating on wave length frequencies of from 550 to 1500 kilocycles or 550 to 1600 kilocycles; and that they own, operate or directly and absolutely control a plant where the radio parts sold by them are made.

None of these representations is true, the complaint charges.

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ELECTRONICS WENT AHEAD 50 YEARS DURING LAST FIVE

Senator Reed (R), of Kansas, called attention to a remark made by FCC Chairman Denny arguing the need of ade2uate appropriations that in the science of electronics, 50 years' progress had been made in the last four or five years.

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KWFT, WICHITA, TEX., SOLD FOR $700,000; JOE CARRIGAN RETIRING

Joe B. Carrigan of Wichita Falls, Texas, who began back in 1912 as an amateur operator and founded KWFT in that city in 1936, last week sold the station, subject to approval of the Federal Communications Commission, for $700,000. Purchasers of KWFT, now a CBS outlet on 620 kc., with 5000 watts full time, were Edward H. Rowley and H. J. Griffith, well known motion picture people in that area and Kenyon Brown, Director of Operations of KWFT.

In announcing the sale, Mr. Carrigan said his retirement from radio is upon advice of his physicians. He has been in ill health for several months and proposes to devote his full time to his legal practice in Wichita Falls and Colorado Springs, as well as to his other business interests after his recuperation.

Messrs. Rowley and Griffith would acquire, between them, control of KWFT, holding a majority of the stock of a new corporation, KWFT Incorporated, now in process of formation. Mr. Brown, who became Director of Operations of KWFT last May 1, would hold a substantial minority interest and would become the station's Managing Director. Mr. Brown resigned in March as Vice President and General Manager of KOMA, Oklahoma City, after five years in that post.

Both Messrs. Rowley and Griffith have other recently acquired radio interests and will hold equal amounts in the new KWFT company. Mr. Rowley operates a chain of theaters in Texas and Oklahoma, and Mr. Griffith has theaters in those states as well as in California. Both are interested in KXSA, San Angelo, while Mr. Griffith owns the new KXEP, El Paso. Mr. Griffith also is an applicant for stations in Parsons, Kansas, and Norman, Okla. He, along with Mr. Rowley and others, is interested in pending AM applications for Corpus Christi and Houston.

The $700,000 figure does not include acquisition of other assets of Wichita Broadcasters, a partnership, which would be retained by Mr. Carrigan and his family. Those include stocks and bonds, oil interests, and quick assets totaling roughly $225,000. Wichita Broadcasters is owned 25% by Mr. Carrigan, 25% by his wife, 43% by their daughter, Laura Lou, 5% by Dr. P. K. Smith, Wichita Falls physician and Mr. Carrigan's brother-in-law, and 2% by Mr. Carrigan's sister, Mrs. Elizabeth Carrigan Simpson of Boston, Mass.

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Orson Welles, the original man from Mars broadcaster, was quoted as saying he didn't have a thing to do with the flying discs. "Once was enough", he finished.

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REGULAR SERVICE FOR FACSIMILE BROADCASTING EXPECTED SOON

Cooperative activity by manufacturers, broadcasters, newspaper publishers and others to the Federal Communications Commission and the Commission's attitude towards it indicates that transmission of printed matter and pictures may soon become a regular broadcast service.

At the present time, facsimile broadcasting is on an experimental basis pending the formulation of rules and standards. Several FM stations have from time to time been authorized to experiment with facsimile during hours not devoted to regular broadcasting, and these demonstrations have attracted considerable attention.

Since facsimile transmitters and receivers have a "lock-and-key" relationship, as in television, transmission standards are required so that any facsimile receiver will operate from any facsimile station in its area.

The Radio Technical Planning Board recently submitted proposed transmission standards to the Commission for consideration under Section 3.266 of the Commission's rules which rule provides for facsimile operation by FM broadcast stations. Since there has been a difference of opinion in the development of the proposed standards, however, as to whether both 8.2" and 4.1" scanning lines should be provided at the same line rate of 105 lines per inch, and since there has been a limited amount of experimental operation and demonstrations to indicate public preference, the Commission has requested that further operation and comparisons be conducted. Upon the completion of such tests, it is believed that standards may be adopted promptly.

Other facsimile activity includes a facsimile news service for airplane passengers which has been tested in flight. Radioed press dispatches were printed on an airliner in four columns at the rate of 500 words a minute. Operations by a New York bank were aided through rapid transmission of reproductions of checks and other documents from the bank's downtown central signature file to its uptown headquarters in 57 seconds. By using microwave transmission, facsimile has been relayed from Boston to New York. The Army Air Forces is installing a facsimile system to transmit weather maps over the nation for the information of pilots.

Other possibilities of facsimile invite interesting speculation. For example, there is talk that facsimile may some day be used as an adjunct to the telephone, so that, failing to get an answer, the caller may leave a message which will be found at the phone when the person returns.

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WARNER BROS. AND RCA LAUNCH JOINT LARGE-SCREEN TELE PROGRAM

The RCA Victor Division of the Radio Corporation of America and Warner Bros. Pictures, Inc., have signed a contract for a joint program of research on large-screen television.

Harry M. Warner, President of Warner Bros.; Jack L. Warner, Vice-President in charge of production; and Frank M. Folsom, Executive Vice President of RCA in charge of the RCA Victor Division, made the joint announcement, calling the cooperative arrangement an historic step toward the development of large-screen television in the motion picture industry. The research and experimental program, it is predicted, will be as important as the first tentative efforts to put sound on film more than 20 years ago, they believe.

New types of black-and-white large-screen television equipment have been developed by the RCA Engineering Products Department in its Camden, New Jersey, plant and the first elements of this television equipment will be shipped immediately to the Warner Brothers Burbank Studio. Other components will be supplied later. In addition, RCA will provide technical and research information and the assistance of engineering personnel and field engineers.

Col. Nathan Levinson, head of the Studios' Engineering and Technical Research Staff, will direct the experimental program for Warner's.

Commenting on the joint program, Frank M. Folsom, drew a parallel between Warner Bros. foresight in undertaking this pioneering work and its early achievements with sound film.

"Last year", Mr. Folsom declared, "Warner's celebrated the twentieth anniversary of the birth of sound pictures. I am confident that in 1967 this company will be observing the 20th anniversary of large-screen television in the motion picture industry."

RCA first demonstrated large-screen television at the New Yorker Theatre early in 1941. At that time scenes televised from Madison Square Garden, Ebbett's Field and Camp Upton were projected on a 15 x 20 foot theatre screen.

Intensive laboratory research and development carried on since then by RCA scientists, working on applications of large-screen television for military purposes, has contributed to vast improvements in tubes, electronic circuits, and components, resulting in pictures of excellent quality by comparison with any previously demonstrated.

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NEW BRITISH TELEVISION STATION

Orders have been placed with Electric and Musical Industries, Ltd., for the supply of the television transmitter and with Marconi's Wireless Telegraph Co., Ltd., for the supply of the sound transmitter for the BBC's second television station, which will be at Birmingham, England, in a great manufacturing centre.

Orders have also been placed with the Marconi Company for the supply of television and sound transmitters for a subsequent station, the location of which remains to be decided in conjunction with the Television Advisory Committee.

The Birmingham Station will relay the London television program and is expected to serve an area round Birmingham of about forty miles radius.

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WHITE HOUSE IS SILENT REGARDING TELEVISION SET

No comment was forthcoming at the Executive Offices upon a United Press dispatch from Passaic that President Truman is having a television set installed at the White House. In the dispatch a spokesman for the Allan B. Dumont Laboratories, Inc., was quoted as saying that a set, which the President ordered, but which the company said it plans to present as a gift, is to be delivered at the White House by truck immediately.

The company spokesman described the set as having television, an automatic record changer and FM reception, valued at $1,795.

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SOUTH AMERICA, EUROPE SEEK 600 LINES PER TELEVISION PICTURE

Television is broadcast from Alexandra Palace in Great Britain on the basis of 405 lines per picture, but orders for television equipment from South America and Europe received by a British firm call for transmitters and receivers which will broadcast on the basis of 600 lines per picture.

"The additional lines can provide a greater degree of definition than is obtainable in Great Britain", the Commerce Department reports. "American companies have offered to supply apparatus in the standard American system of 525 lines per picture.

"The 600-line transmissions, although better than the 405-line, will not equal the definition of the cinema theater, for which it is claimed a 1,000-line picture will be necessary."

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TWO NEW TELEVISION COLOR PATENTS ARE ASSIGNED TO RCA

Two new color television systems have been patented by Dr. Alfred N. Goldsmith of New York, which he has assigned to the Radio Corporation of America.

The first (No. 2,423,769) comprises the steps of producing an independent series of signals representative of each of a plurality of predetermined primary colors of the object whose image is to be reproduced, producing a further independent series of signals representative only of the visual brightness of the colors of the object and sequentially transmitting all of the produced series of signals.

The other system (No. 2,243,770) is so devised as to produce an independent series of signals representative of each of a predetermined plurality of primary colors of the object whose image is to be reproduced, a further independent series of signals to represent the combined intrinsic brightness of the several colors of the object, simultaneously transmitting the independent series as color signal indicia, transmitting also the combined intrinsic brilliance signals and alternating the two transmissions according to a selected time cycle.

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SCIENTIFIC RADIO CONFERENCES LARGELY ATTENDED

Maximum attendance marked conferences of radio scientific bodies in Washington. In fact, the joint meeting of the American Section of the International Scientific Radio Union and the Institute of Radio Engineers proved to be the largest such gathering in the history of these meetings, both as to the number of papers and attendance. The variety of subject matter and the scope of the ninety-odd papers presented at the sessions provided further evidence of the expanding horizon of the radio art in the postwar world. For the first time at these meetings, it was necessary to schedule simultaneous sessions. Of 600 registered at the meeting, approximately 150 came from outside the Washington area. The program included papers from Sweden and Canada, as well as the United States.

A Conference on Radio Propagation called by the National Bureau of Standards' Central Radio Propagation Laboratory was attended by about 75 specialists in the various phases of radio propagation. During the conference, sessions were held on the following topics: Ionospheric measurement technics and problems (J. H. Dellinger, Chairman); ionospheric propagation analysis and prediction; physics of the ionosphere; effects of the sun on the ionosphere; cosmic radio noise; and propagation at VHF and higher frequencies.

The status of work in these fields since the war was surveyed and ideas were interchanged on the most desirable lines that should be followed in the future. A number of government, university, and industrial laboratories are occupied in this work. The Conference was conducted by informal discussions and exchange of views, rather than by the presentation of formal papers.

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RADIO MANUFACTURERS' LEADERS SEE RETURN TO FULL PRODUCTION

Apparently the radio set makers are getting back to normal. Paul V. Galvin, of Chicago, Chairman of the Set Division of the Radio Manufacturers' Association, said:

"The past year has seen a complete change in radio set production as the industry has moved out of a reconversion period, beset by material and component shortages, into a more normal state of free competition in which the industry's output has been at record levels."

Receiving tubes, which were often hard to get in 1946, were in good supply by the end of the first quarter of 1947, retiring Chairman Max F. Balcom of the Tube Division, of Emporium, Pa., and new President of the Radio Manufacturers' Association, reported. A total of 205,000,000 tubes were either produced or sold out of Government surplus during 1946 as compared with 139,000,000 in 1945, and 135,000,000 in 1941, the last prewar year, he said.

Meanwhile, the huge surplus of radio and electronic equipment left over from the war has been screened of the better items and by the withdrawal of other items by the military agencies, Mr. Balcom reported as Chairman of the Surplus Disposal Committee.

While admitting that the movement of surplus had often been slow, Mr. Balcom expressed the opinion that the manufacturer-agent contract system had returned to the government a "substantial portion of its investment". At the same time he pointed out that "many electronic items produced for the war are not usable in commercial markets and should either be salvaged or totally scrapped by the Government."

Former RMA President R. C. Cosgrove, of Cincinnati, in his report concluding three years' service as RMA head, emphasized the return to normalcy of the radio industry and the high rate of production in 1947.

"All of the elements of normality in the radio business are here - very much so", he said, and cited overproduction, unbalanced inventories, and cut prices as indicative of the recent industry trend.

RMA points out that about 15,000,000 radio receivers were produced in 1946 and that the monthly outpur during the first part of 1947 was higher than in the previous year.

The return of the radio industry to normal competition was not without its casualties, the RMA Credit Committee reported. Twenty-four manufacturers failed during the past fiscal year with liabilities of $7,844,043 as compared with eight with liabilities of $4,232,000 in 1945-46, Chairman E. G. Carlson, of Chicago, reported. These included 9 set, 7 amplifier and record player, 6 component, and 2 electric clock manufacturers.

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FCC ISSUES FIRST POST-WAR FM AND TELEVISION LICENSES

The first FM and television licenses issued by the Federal Communications Commission since the war have been issued to four FM stations and one television station.

The new FM licensees are: WFBL-FM, Onondaga Radio Broadcasting Corp., Syracuse, N.Y.; WIBW-FM, Topeka Broadcasting Association, Inc., Topeka, Kans.; WINC-FM, Richard Field Lewis, Jr., Winchester, Va.; WOPI-FM, Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.

These, together with the 48 FM stations which functioned during the war, make a total of 52 FM broadcast stations now licensed. However, 245 FM broadcast stations are actually on the air. The latter include some of the 821 FM stations currently authorized - 636 of which hold construction permits and 195 others with conditional grants. In addition, there are 151 applications for FM broadcast facilities.

The first commercial television station license issued since the war goes to WNBT of the National Broadcasting Co., Inc., at New York. This license, however, covers changed facilities for this station which was one of the six commercial television broadcast stations which functioned during the war.

At the present time, there are six licensed television stations, 59 under construction, and 10 pending applications.

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MRS. DAVID SARNOFF TO MAKE FIRST BROADCAST

Mrs. David Sarnoff, wife of Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, will make her first radio appearance on the "Betty Crocker Magazine Of The Air" over ABC on Monday, July 21, at 10:25 A.M., EDT.

Mrs. Sarnoff will answer Life Magazine's recent article on the "American Woman's Dilemma". She will point out many interesting and constructive careers which she considers tailor-made for women over 40 - activities and pursuits which are, in her opinion, within the reach of any intelligent woman, regardless of financial status or whether she lives in an urban or rural area.

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A wide-ranging sales promotion and advertising campaign on RCA Victor portable radios has been launched which is expected to call the attention of about 100 million people to these portable sets this Summer.

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RADIO EXPORTS TO BOOM IN 1947

During 1946, Radio Receivers came into volume production in the United States for the first time since 1942 and were exported in substantial quantities to most foreign countries, according to George R. Donnelly, Office of International Trade, Department of Commerce.

During the past year, exports of radio receivers, radio receiving tubes, components and accessories reached the second largest volume since this group was separately classified in foreign trade statistics in 1922. Exports of this group totaled $39,637,427 in 1946 - one-third greater than in the prewar peak year 1937 and almost double the 1939 trade. However, exports were about $5,000,000 below the all-time record radio export year 1944, when the total was $44,781,289, including $32,941,637 of lend-lease exports.

Exports of radio receiving equipment in 1947 will undoubtedly greatly exceed those of 1946. During the first 4 months of 1947 alone, exports totaled $31,175,055 - more than five times as much as in the corresponding period of 1946 and equaling 85 percent of the total for the entire year 1946. If exports should continue at the same rate for the remaining 8 months, the year's sales abroad would reach the amazing total of $93,566,000. Although this figure is not expected to be achieved, a record volume of more than $60,000,000 is practically certain to be attained.

The most important obstacle to the maintenance of the current rate of our exports is the foreign-exchange situation. In 1946, United States goods were purchased by many foreign countries at a much greater rate than was anticipated by their governments, so their dollar reserves are now becoming depleted.

Mr. Donnelly writes at length upon the radio export situation in the Foreign Commerce Weekly published by the Commerce Department in Washington (July 5 issue).

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FORMER SECRETARY BYRNES BECOMES RADIO STATION STOCKHOLDER

The Federal Communications Commission last week approved a plan by which former Secretary of State James F. Byrnes will become part owner of a radio station in his home town of Spartanburg, S. C. The plan involves a rearrangement of holdings in Spartanburg stations WORD and WORD-FM, and WSPA and WSPA-FM. Mr. Byrnes, now practising law at Spartanburg, will become a 5 per cent stockholder in WORD and WORD-FM in association with Walter J. Brown, his longtime special assistant during Mr. Byrnes' Government service.

Brown, former Washington correspondent, had been connected with WSPA but will leave this station to join Mr. Byrnes.

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SCISSORS AND PASTE

Calls "Pay As You See" Ruml Plan For Television
("Indianapolis Star")

Several possibilities and problems come to mind with E. F. McDonald's proposal of pay-as-you-see home entertainment, which is a sort of a Ruml plan for television. Mr. McDonald, President of Zenith Radio, would connect your receiver to the telephone and charge up your entertainment on the telephone bill. This, of course, would do away with sponsored television. You'd pay for your television show as you do for any public entertainment, except that you'd pay for it the first of the month.

* * * * * * * * * *

First the idea must get FCC and probably ICC approval. Up to now, radio and television have been licensed according to the quaint notion that the air is free. That doesn't hold with Mr. McDonald's Ruml plan. You get a blurred image free with your television set. But you have to call the telephone operator and get some key frequencies piped in before you can see what's going on. The key frequencies are what you pay for. There is also a ruling in some States that you can't attach "foreign devices" to Mr. Bell's invention

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Those are some of the unsolved problems. But we don't say they can't be solved or that the result would be disastrous. The player piano was supposed to end private study and performance. The movies were supposed to kill the theatre. Radio in turn was going to kill both of these, and such things as phonograph records and baseball to boot. But they all seem to be going strong. So there's probably room for television.

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Nine New TV Stations In Sight
(Codel's "Television Digest and FM Reports")

"Television Digest and FM Reports", made a survey among construction permit holders for television stations to determine how soon they expect to begin operation. Here are the results:

Washington Star's WTVW - October; WWET, Baltimore - October; WMAR, Baltimore - December; WGNA, Chicago - October; WEWS, Cleveland - November; WTMJ-TV, Milwaukee - December.

The following indicated they expect to get on the air "sometime this Fall": WFIL-TV, Philadelphia; WBZ-TV, Boston; KCPN, Fort Worth; WTVR, Richmond, Va.

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Render Unto Caesar
(Fred Othman in "Washington Daily News")

The way the movie lights were searing the small black eyes of James Caesar Petrillo you'd have thought he was undergoing the third degree.

He was. The House Labor subcommittee used everything on him but a rubber hose. It wouldn't even let him cuss.

"I'll be da--", began the exasperated Little Caesar of the union musicians.

"Ah, ah, Mr. Petrillo", cautioned Rep. Carroll D. Kearns (R., Pa.), the Chairman. "Remember, you're on the air."

The portly Petrillo in sounding the sour note sat down in the beam of three photographic spotlights, planted his two-tone shoes on the carpet and testified he was boss of every professional musician in the United States and Canada. When he says "frog" they jump. So do the recording companies, the radio networks, the movies, the frequency modulation broadcasters and the television people.

Petrillo said the curse of the professional musician is the phonograph record. Juke boxes are bad enough in saloons and in hotels to provide the music for weddings, he said. "But now they bury people to juke boxes", he cried. "Yes, sir", insisted Little Caesar, "Right under the casket they got the juke box."

The Congressmen mentioned complaints from radio stations, mostly about his union insisting on them hiring musicians they don't need.

"By G--", replied Petrillo, checking himself with another glance at the microphones. "The radio don't like our contracts. It makes complaints. So we're contemplating to allow no station to hire musicians and feed any other station."

"You mean to eliminate all chain broadcasting of music?" demanded Rep. Kearns.

"Yes", snapped Caesar. "They're unsatisfied now. So let 'em be satisfied."

"Yes, we'll satisfy 'em", the boss musician continued. "If they want music, let 'em hire musicians to play it and no more of this wire stuff. If they want to hear Mr. Toscanini down in Chattanooga, say, let 'em hire Mr. Toscanini to go down there and play."

He won't allow Hollywood to sell msuical films to television, he said, nor will he let the radio folks pipe in music from Europe. One Congressman called him a monopoly in restraint of trade.

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The Night McGuinness Talked To The Whole United States

(Richard H. Rovere in the "New Yorker")

Peter J. McGuinness, Democratic leader of the section of Brooklyn called Greenpoint, likes making speeches, marching in parades, attending weddings and funerals, and running Kiddies' Day outings. He says that the greatest thrill he ever had came during the 1936 Democratic National Convention in Philadelphia, when Jim Farley asked him to read, over a national hookup, the convention resolution thanking the radio companies for their coverage of the convention. "Bejesus", he says, "I stood up there on the platform with the Vice-President of the United States behind me, and senators, and governors from States that are Democratic, and I talked to the whole United States. I'm telling you, you could just see the sweat run down me back. Right then me whole life passed before me eyes."

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TRADE NOTES

Production of television receivers this year will exceed 250,000 and for 1948 will reach 1,500,000, Dorman Israel, Vice-President of Engineering and Production, Emerson Radio & Phonograph Corporation, predicted addressing a distributors' meeting in New York. Mr. Israel ruled out immediate price reductions for television receivers but said that production techniques are being developed so that the instrument will "inevitably" follow a course similar to that of radio.

Mr. Israel revealed that the company now is experimenting with a projection view model utilizing a three-inch tube with an image 1.8 inches by 2.4 inches. The picture, when projected on a screen should produce a maximum image of 18 x 24 inches. He said that the receiver may be ready to market in six to eight months.

KPO-FM, NBC outlet in San Francisco, construction permit calls for an antenna height above the terrain 1,220 feet which calls for one of the loftiest towers in the United States. Power will be 45 KW.

Federal Judge Gunnar Nordbye, of Minneapolis, last week denied the motion of summary judgment made last December by Benny Berger, operator of a chain of theatres in Minnesota and Wisconsin, in the action which had been brought by ASCAP members for infringement of their copyrights.

Berger had alleged that the method by which ASCAP licensed the theatres was a violation of the Sherman Act in restraint of trade. The Court threw the claim out, and upheld ASCAP in all of its contentions.

Radio stations allocate one-third of their selling expenses to advertising, promotion and publicity, a study made by the National Association of Broadcasters shows.

The study reveals the station's total selling expense is 10.6% of net revenue. Salaries, wages and commissions account for 5.8%; advertising, promotion and publicity 3.6%; and other selling expenses, 1.2%.

Stating that he had heard many people say "Television isn't radio, it isn't movies, it isn't theatres, it calls for a new technique. It needs instantaniety, spontaniety and a lot of other "eities", Ralph B. Austrian, President, RKO Television Corporation, commented. "I don't believe it. What it needs is a new selling technique coupled with high grade professional showmanship. Movies today offer the lowest cost per hour visual entertainment in the world. You may give your entertainment to the public free, but if it isn't top grade, professional polished and competitive, you will find your public saying, "Let's turn this thing off and go to the movies."

A new electronic timer, particularly adapted for use with a falling-ball viscosimeter in the study of the rapidly changing viscosity of an opaque fluid, has been designed by P. J. Franklin of the National Bureau of Standards. The device consists of pulse-sharpening and trigger circuits, and the passage of the ball through two coils around the viscosimeter tube is used to trigger a radio-frequency oscillator, starting and stopping a timing device.

Daylight saving time for Washington, D. C. was recommended last week by the Senate District Committee. The Committee approved and forwarded to the Senate the bill of Senator J. Howard McGrath (D., R.I.) to make daylight saving time an annual event in Washington.

McGrath led the fight to get daylight saving time for Washington this Summer. the present law, however, is good for this year only.

The Senate District group endorsed the plan by a unanimous voice vote.

A new parts-packaging program affecting some 33,000 radio phonograph, television and miscellaneous parts and products comprising the entire line of the Renewal Sales Section of the RCA Tube Department has just been completed.

In addition to aiding customer identification, the bright, familiar colors of the new packages are attractive saleswide, in contrast to the old concept that plain "utility" cartons are good enough for the spare parts shelves.

Made recently by telephoning over 500 known set owners in the New York City area, while a WCBS-TV was televising the ball game between the Brooklyn Dodgers and the Chicago Cubs, a CBS-Hooper survey found that:

1. More than six persons per home set watch sports television on WCBS-TV.

2. Of those watching the telecast, three out of four could identify the sponsor - Ford Motor Company.

3. Sets tuned for the game that night had an average audience of 6.26 persons, including 3.74 men, 1.52 women and 1.0 children. This compares with 2.5 persons per set who listen to radio.

4. Television sets-in-use were 54.5 per cent, more than double the Hooper-June evening average of 23.0 per cent for radio sets-in-use.

An excited caller reported that a flying disc had become "tangled in the television tower" of Station WNBW in Washington at the Wardman Park Hotel. A quick check with NBC's television staff turned up the information that there is a large black disk at the 210 foot level of the tower, but it didn't fly there. It is simply a "radio microwave receiving dish" a black saucer-shaped disc, six feet across, used to pick up high frequency television signals.

The dish was mounted on the tower this week-end, and a similar appearing one is atop the National Gallery of Art in downtown Washington. The disc on the Art Gallery is a transmitting antenna to be used in sending a special television program from the National Gallery to the Wardman Park Tower where it was broadcast last Saturday night.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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July 23, 1947

"VOICE OF AMERICA" IS ADJOURNMENT ISSUE; BENTON OUT SOON?

Those fighting to put the "Voice of America" on a permanent basis through the eleventh hour passage of the Mundt bill were heartened when Senator Arthur Vandenberg (R), of Michigan, Chairman of the Senate Foreign Relations Committee said he would try to push the amended bill through before Congress adjourns.

Decision to press for action in the few remaining days of this session increased the belief that Assistant Secretary of State Benton, in charge of the Office of Information and Cultural Affairs, would resign early in the Fall. From the start, Secretary Benton has apparently been regarded as a sort of a "bull in a china shop" on Capitol Hill.

When Secretary of State Marshall made a final plea to the Senate Appropriations Committee for an additional 3 million dollars for the program, he was told that Benton was the real stumbling block.

The members of the Appropriations group bluntly said to the Secretary that Benton would have to go if the department hoped to persuade Congress to be more generous.

The Senate Foreign Relations Committee last week approved an amended version of the House-passed Mundt bill giving the Office of Information and Cultural Affairs permanent legislative standing.

The Committee recommended that $100,000 be appropriated for a joint Congressional investigation of the entire program. Under the terms of the amendment a joint committee of five Senators and five Representatives would be created to study "Government information programs", with a directive to report to Congress by February 1.

The comparatively large sum suggested for the investigation, $100,000, would be needed for travel expenses in first-hand on-the-spot inquiries into America's information centers in Europe, Asia and the Middle East.

An accusing finger was pointed at Senator Taft (R), of Ohio, as trying to prevent the bill's passage. Says the Washington Post:

"Senator Taft is conducting a one-man blockade to thwart the Mundt bill which would give legislative sanction to the State Department foreign information program. Surely this doesn't make much sense. He cannot prevent the Voice of America from continuing. That is already assured, at least on a limited scale, by a rider on the State Department appropriation bill. What he can do, however, is to doom the program to the status of a bastard child. The situation now is exactly the same as it was last year at this time - except that there is far greater need for the program and less money to meet the need.

"We hope that Senator Taft will be persuaded to relax his stubborness. W hatever his own views, he ought to have enough respect for the opinions of his colleagues to allow the Mundt bill to come to a vote. Anything less is a pernicious abuse of democratic procedure. Furthermore, it is just plain bad business not to take this small precaution to protect our tremendous investment in public opinion throughout the world."

Earlier the Senate's Republican leadership had determined to rest this session on the $12,400,000 Congress voted in the State Department appropriation bill for the information and "Voice of America" program continuance for one year.

The Congressional cut of funds for the State Department information service and "Voice of America" from the budget estimate of 31 million dollars to $12,400,000 meant that nearly half of this country's information officers had to come home.

Gen. David Sarnoff, Chairman of the Radio Corporation of America in an address at Princeton in 1946, estimated that the broadcasting job alone would require almost twice as much money as the $12,400,000 ear-marked for the entire program. Said he:

"The cost of doing this job effectively is quite likely to be $20,000,000 a year. This figure is less than the amount spent yearly and individually by the British and the Russians. Indeed, as time goes on, the United States may find it necessary to raise this figure substantially, if we are to match their world coverage."

There is now available in printed form "Problems of International Broadcasting" and "Proposals made for their solution", telling of General Sarnoff's efforts to strengthen the "Voice of America" which began in 1938 with a conference he had with President Roosevelt in the White House.

If Congress acts favorably now on the Mundt Bill, the way will be open to seek a deficiency appropriation later if the world situation remains such that the State Department has to expand its services.

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NEW BBC HEAD IS HOUSING AUTHORITY

Lord Simon of Wythenshawe new Chairman and Governor of the British Broadcasting Corporation is well known as an authority on housing, and has written numerous works on housing and slum-clearance. He was Lord Mayor of Manchester in 1921, and entered Parliament two years later as Liberal Member for the Withington Division. He joined the Labour Party last year. He is Chairman of the Council of Manchester University.

Nothing is said about Lord Simon's past experience, if any, in the broadcasting field. Lord Simon (formerly Sir Ernest Simon) succeeds Lord Inman, who resigned the BBC chairmanship to accept the Cabinet post of Lord Privy Seal in H.M. Government.

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MACKAY RADIO HITS FCC OFFERING RCA 6 OF 8 OVERSEAS ROUTES

Mackay Radio isn't happy over the proposal of the Federal Communications Commission to award RCA Communications six of eight overseas radio telegraph circuits arranged for under the Anglo-American Bermuda Agreement. Furthermore, in launching a vigorous attack against the proposal Mackay calls attention to the fact that though hearings in the case were concluded in August 1946, it wasn't until ten months later, June 1947, one day after receipt at the FCC of a petition from Mackay to reopen the proceedings to receive new evidence that the Communications Commission issued its proposed report. At the same time oral arguments on the report were scheduled to be held before the Commission Friday, August 8th.

The report proposed to grant RCA Communications authority to operate circuits on a regular basis with Australia, New Zealand, India, Greece, Palestine and the Union of South Africa. Mackay would be authorized to serve Saudi Arabia, and Tropical Radio to take care of Jamaica.

Chairman Denny and Commissioner E. K. Jett dissented from the conclusions saying there should be more of a distribution of the circuits between RCA Communications and Mackay.

In a 50-page statement of exceptions submitted by Mackay's Vice-President and General Attorney James A. Kennedy, and Assistant General Attorneys John F. Gibbons and John A. Hartman, Jr., they strongly objected "to the lack of basic findings in the Proposed Report and to the attempt, by comparing the relative progress in the execution of its modernization plans with those of RCAC, to draw implications unfavorable to Mackay."

Excepting to the statement in the Proposed Report, as a consideration in determining the comparative qualifications of the carriers, that between April 15, 1946, when hearings in the proceeding were commenced, and August 26, 1946, when hearings were concluded, RCAC made more extensive progress than did Mackay in the realization of their respective plans, Mackay representatives took the position that "the Proposed Report assumes, without so finding, that it was both technically and economically sound for RCAC to plunge headlong into and pursue with accelerated speed the program upon which it had launched, and further assumes, without so finding, that it would be technically and economically sound for Mackay to have done likewise."

Attorney Kennedy and his associates pointed out that whereas Mackay expressed ability and willingness to provide non-telegraphic services such as radiophoto and program transmission services, whenever and wherever the need therefor existed, the Proposed Report placed emphasis upon RCAC's readiness for services of this character. However, in the proposed grant of the Kingston, Jamaica circuit to Tropical Radio, the Proposed Report, while noting Tropical Radio's present lack of equipment for such services, point-

ed out further that program transmission service by the American Telephone and Telegraph Company was available. Yet, the Commission, in dealing with the possibility of program transmission requirements with Australia, New Zealand, India and South Africa, (as to which the Bermuda Agreement is silent), ignored the program transmission services furnished to those countries by the A. T. & T., although the fact that such services are available to Jamaica was weighed as a factor in the award of the Jamaica circuit to Tropical."

Final objections to the RCA proposed award were:

a. The "findings" upon which this conclusion is based consists solely of reiteration of the claims, allegations and contentions of the parties, or the absence thereof, without Commission determination concerning the merits of such claims, allegations and contentions, and do not constitute proper findings upon which the conclusion reached can be based.

b. This conclusion is based primarily upon engineering considerations for which the record does not contain adequate evidentiary support and concerning which the Commission has made no findings.

c. This conclusion virtually prescribes standards of engineering practice and the institution of certain specialized services as conditions precedent to future grants of authorization to operate in the international radiotelegraph field, although the Commission has conducted no technical studies or investigations to determine whether such standards and services are in the public interest.

d. The sole purpose of this proceeding was to give effect to the terms of the Bermuda Agreement for the establishment of radiotelegraph circuits to the points involved in such Agreement, and the Agreement sets forth no engineering, operating or service criteria as prerequisites to govern the operation of the several circuits.

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"HUCKSTERS" MOVIE "SCRUBBED UP AND POLISHED"

Apparently the moving picture version of the "Hucksters" deals more gently with the broadcasting industry than the book.

Bosley Crowther, screen critic of the New York Times, writes, in part, (July 18):

"Not to prolong your anxiety, let's get it said right off that the film verions of 'The Hucksters', which came to the Capitol yesterday, is a considerable re-write of the original, scrubbed and

polished with Beautee soap. Virtually all of the coarseness which was in Frederic Wakeman's dubious book has been neatly eliminated and replaced by a wholesome romance. Much of the sting in the satire of the radio business, which was the novel's singular charm, has been tempered into farce comedy. And the role of Victor Norman has been built up.

"That being clearly recorded and the implications absorbed, we can now go ahead and tell you that the film is amusing - but too long. And we can also carefully warn you that, unless you like Clark Gable very much, you are going to find him monotonous in this hour-and-fifty-five-minute film."

Richard L. Coe wrote in the Washington Post, July 19:

"In 'The Hucksters' the Sleepy Giant of the Arts lectures the Chattering Magpie of Science on how to behave in public. When it sticks to this idea of the movies telling off radio, the Palace's new film is deliciously ironic.

"Expensively scrubbed for the movie public, Frederic Wakeman's widely-read yarn now has a surprising quality of childlike innocence. When it is spoofing radio commercials and that titan of eccentric sponsors, Evan Llewellyn Evans, or when it is solemnly telling radio to mend its airways else the public will snap it off, as it does in a boyishly sincere letter dictated by Clark Gable, it is extremely - and often unconsciously - funny. It has the aplomb of a child telling a story he doesn't quite understand, but which he suspects is pretty good.

"You feel this because the film insists on subordinating the satire, which was the essential of the book, to True Love and its purgative effect on our base natures. True, the book is no unalterable classic and it ran downhill after its broadsides against radio were spent, but in adapting it for the screen, Metro has loaded it down with the very thing which makes one most despair about movies in general, Romance."

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NEW ASSOCIATION TO EXPORT ELECTRICAL APPARATUS

Electrical Manufacturers' Export Association has filed papers under the Export Trade Act (Webb-Pomerene Law) with the Federal Trade Commission for exporting electrical apparatus. The Association will maintain offices at 70 Pine St., New York.

Officers of the Association are W. E. Goodman, Chairman; J. R. McFarlin, Vice Chairman; Merritt C. Barrell, Executive Secretary; and Duane E. Akins, Roger A. Black, Edward F. Callahan, Robert A. Currie, W. E. Goodman, E. F. Hartert and J. R. McFarlin, members of the Board of Governors.

Members of the Association are Electric Service Manufacturing Co., Philadelphia; Goodman Manufacturing Co., Chicago; International General Electric Co., Inc., New York; Westinghouse Electric International Co., New York; Jeffrey Manufacturing Co., Columbus, Ohio; Ohio Brass Co., Mansfield, Ohio; and Line Material Co., Milwaukee, Wis.

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HALF YEAR RADIO SET OUTPUT HIGH; FM, TV ABOVE 1946 TOTALS

A total of 8,610,644 radio and television receivers were produced by RMA member-companies during the first six months of 1947 despite a seasonal slack in June with FM-AM and television sets showing the greatest gains over 1946, the Radio Manufacturers' Association reported.

More television receivers were produced in June alone than in the entire year 1946, while the half year's output of FM-AM receivers was two and a half times that of the previous year.

June's record output of 11,484 television receivers brought the half year's total to 46,389 as compared with 6,476 in the whole of 1946.

A total of 445,563 FM-AM receivers were produced by RMA member-companies during the first six months of 1947 as compared with 181,485 in 1946. June's output, however, declined along with the entire set production below the two previous months. FM-AM receivers manufactured in June numbered 76,624 as compared with 84,507 in May.

However, total June set production dropped to 1,213,142 in an expected seasonal decline as compared with 1,316,373 in May.

The proportion of FM-AM receivers to the total set production rose from 1.4 to more than 5 percent during the first half of 1947. An RMA survey last Spring indicated that total FM-AM set production in 1947 would run between 1.8 and 2.1 million this year, rising sharply during the last half of the year.

Of the 46,389 television receivers produced in the past six months, 32,769 were table models, 9,229 were consoles, 3,517 were radio-phonograph combination models, and 874 were converters.

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FCC PROSECUTES ILLEGAL RADIO OPERATORS

Three men who resorted to radio transmission in an effort to beat the horseraces, only to be apprehended by Federal Communications Commission field agents, have been sentenced for violating the Communications Act which prohibits illegal radio operation.

In Florida, John A. Campbell was convicted by a Federal court jury of transmitting without alicense and received a sentence of six months in jail and afine of $500, but appealed. He figured in the Hialeah racetrack case of last March in which transmitting apparatus relayed tips to distant bettors.

In California, Edgar M. Smith and Kenneth McCrea were each fined $500 and placed on probation for aperiod of five years. They were taken into custody at the Santa Anitatrack, also in March, in connection with the operation of a transmitter concealed beneath clothing in a like effort to "beat the bookies". The Commission has taken steps to suspend the commercial radio operator licenses held by both of these men.

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NICHOLAS, FARNSWORTH, RAPS; BONFIG, ZENITH, DEFENDS, PHONE TV

There was a spirited exchange this week between E. A. Nicholas, President of the Farnsworth Television and Radio Corporation and H. C. Bonfig, Vice-President of Zenith over the latter company's proposed "pay-as-you-see" system of receiving television broadcasts over the telephone instead of by radio.

Addressing a national convention of Farnsworth distributors in Chicago, Mr. Nicholas said, "The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, and to enjoy any program they choose.

"They do not pay a tax; they drop no nickels in slots; they receive no bills from anyone. They expect the same of television, and they are going to get the same of television."

Mr. Nicholas labeled proposers of the system which would require set owners to pay for part of their television entertainment "chronic doubters who have constantly sought to talk down television progress."

"If such a system were technically possible on a national scale - which few agree that it is - who would hold this dictatorial power over your reception?" Mr. Nicholas went on to say. "What manner of giant monopoly would this create?"

Mr. Nicholas saw a pay-for-your-program system as giving the set owner less for the price of his receiver.

"After paying for his receiver", Mr. Nicholas said, "the owner would have to pay again and again to use it. His cost would be a continuing cost, unless he were content to receive only those programs which the broadcasters felt obliged to give him free of charge." * * * *

"Advertisers are showing their confidence in the American way of television", he said. "Sixty-two advertisers, including many of the nation's largest companies, are now sponsoring television programs. Only a short month ago that number was 46. So we have had an increase of 16 in 30 days - or 33 per cent.

"And during the same time there was a seasonal decline in sponsorship of regular radio programs. Does this sound as if we need a new system whereby the set owner buys his program?"

"Scoffing at predictions that pay-as-you-see service would slow down development of television, Mr. Bonfig said Zenith development of a pay-as-you-see-system was the one thing needed to lift television from the doldrums in which it has languished for many years.* * *

"Phone vision", Mr. Bonfig said, "instead of competing with ordinary television, is an added service of great value to

both the public and the television industry. Phone vision sets will receive all television programs broadcast in the conventional manner, just like any other receiver."

Mr. Bonfig stated that public response to the announcement of phone vision had been terrific. "We received thousands of telephone calls", he said, "from people who wanted this new service now. The Illinois Bell Telephone Company and Commonwealth Edison were likewise swamped with similar calls. The public has already demonstrated that it is willing and eager to pay for finer television programming than can be presented by advertisers."

Mr. Bonfig said that the only really popular television programs available today are sports events. New movies are unavailable for television he said because their production costs, in some cases exceeding one million dollars per hour, put them beyond reach of advertisers.

Phone vision, he said, by presenting these costly entertainment features in addition to ordinary television, will greatly stimulate the sale of sets, and in turn aid the development of ordinary television. He pointed out that Zenith stands ready to license any qualified manufacturer to produce phone vision receivers, and said that interest in the industry is keen.

"The public will insist on phone vision", he stated, "because it will bring them two great television services instead of just one."

An editorial in the New York Times (July 23) entitled, "Pay As You See" reads in part:

"There is no technical difficulty in carrying out the idea of receiving on the telephone set in the living room some frequencies which come directly through the ether from the transmitting station and others by wire at aprice. The proposal is ingenious. You pay only for what you want to see and not for a 'commercial' that annoys because it is wedged in just when the heroine of a melodrama is about to face death. * * * *

"Commander McDonald rightly points out that television could be paid for just as we pay for telephoning. Hollywood's experience is here enlightening. Translated into terms of running time, a film play may cost from $1,500 to $40,000 a minute, with $1,500 representing about the worst that the public will tolerate.

"If we are to have every day a new full length television comedy or tragedy lasting an hour and a half (British experience indicates that 'shorts' are not so popular) the studios will incur a staggering outlay. Whole acres must be given over to 'lots' on which half a dozen companies are rehearsing for coming productions. An army of artisans must be kept busy preparing sets. Even at the average rate of only $15,000 a minute the director must reckon with an expenditure of about a million if each day only a single full-

length play is to be presented with the opulence to which we are accustomed. And if each of the twelve channels assigned by the Federal Communications Commission to television transmits plays for six hours a day the outlay is terrifying. Commander McDonald's estimated $10,000,000 a year seems much too modest. But whether or not he has solved the biggest problem in television he has given the telephone and broadcasting companies something to think about."

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A.T.& T. WITHDRAWS COAXIAL TV RATE BID; REVISION DOWNWARD SEEN

As had been anticipated because of complaints from the industry that they were too high, the American Telephone & Telegraph Company last Monday, July 21, withdrew schedules for proposed rates for intercity coaxial cable television program transmission services which were to have become effective August 1st. The withdrawal notice to the Commission gave no reason for the action, but said the action was taken "without prejudice" to the filing of new schedules at a later date.

It seemed to be the opinion at the Federal Communications Commission that the forthcoming rate proposals would be considerably lower than those first proposed. Allen B. Dumont, the Television Broadcasters' Association, and others have filed objections to the rates originally proposed by A. T. & T.

A. T. & T.'s coaxial cable has been used for some time for relaying television broadcasts between New York and Washington, D.C. the service being provided by A. T. & T. without charge while the operation was on an experimental basis. The coaxial cable is an underground multiple cable capable of carrying numerous telephone conversations and television relays in two directions simultaneously.

In New York, a statement by the company said the action in withdrawing the proposed tariffs was taken to "permit further studies of the technical problems".

Present experimental television service over the New York-Washington coaxial cable "will be continued until final tariffs are filed", the company said.

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RALPH ATLASS CHI STATION BIZ UP 15%; TIME SALES 21%

Revenue of WIND, Chicago, independent station, which Ralph L. Atlass heads, has shown a marked increase of 15.2% for the first six months of 1947 over the same period in 1946, with time sales currently running at increased rate of 21.3%, it has been announced by John Carey, station sales manager.

Commenting on figures, Mr. Carey stated that trend in commercial copy is toward pre-war, hard merchandise selling and that advertisers are watching expenditures with increasing care.

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WTOP-CBS WASHINGTON, D.C. OUTLET JOINS FM PARADE

Station WTOP, Washington outlet for the Columbia Broadcasting System, was granted a permit for an FM station in the Capital, Carl Burkland, Station Manager, said this week. Mr. Burkland added that station engineers will soon begin engineering experiments with mobile equipment to determine the location of the transmitter.

The authorization brings the number granted in the District to 12 - the total set aside for Washington by the Federal Communications Commission. Five FM stations are now on the air.

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HOUSE VOTES TO DISCONTINUE RADIO INSTALLMENT BUYING CURBS

The House voted yesterday, the 22nd, to strip the Administration of all authority to control installment buying. The measure proposed to end immediately the restraints on credit purchases of such things as automobiles, refrigerators and radios.

The Senate had approved a bill to continue the controls in modified form to December 31st, but the House rejected this and sent its own measure to the Senate.

The controls require one-third down payments, with installments running no more than 15 months.

Since President Truman has advised Congress he will lift the controls imposed in wartime - unless Congress gives him peacetime authority - Tuesday's House action pointed directly toward an early end of all installment-buying regulations.

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C. & O. APPLIES FOR TRAIN RADIO TELEPHONES

The Chesapeake & Ohio Railway Co. on Tuesday filed the first application with the Federal Communications Commission for authority to set up public toll telephone service on its moving trains. The railroad said it plans to inaugurate the service on two trains between Washington and Cincinnati, Ohio. The plan involves construction by the railroad of its own telephone lines along the right of way.

The C. & O. proposes to set up these telephone lines parallel to its tracks. Conversations will involve a 30-foot radio span between the side of the car and the telephone wires. For outgoing calls, passengers will dial the operator, and the call signal, picked up by the telephone wires, will be received at the nearest regular telephone exchange. Incoming calls will be relayed through booster stations to be established along the right of way.

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FM ASSN. OBJECTS TO FCC CALLING AM STATIONS "STANDARD"

Objection to use by the Federal Communications Commission of the term "standard" when reference is made to AM radio stations was made in a letter from J. N. Bailey, Executive Director of the FM Association to the Federal Communications Commission.

"In view of the definite superiority from an engineering standpoint of FM broadcast service", Mr. Bailey wrote, "and based upon FM's present growth, it is apparent that the number of stations in operation in the FM band shortly will equal and soon will exceed the number licensed in the AM band."

"Thus it appears", he continued, "that FM will become the accepted system of broadcasting and AM will eventually become obsolete. Inasmuch as the term 'standard' is applied to that which is accepted generally by the public, and since the present trend indicates that within a comparatively short space of time FM will become the accepted method of broadcasting, the FM Association objects to the terminology in the proposed Commission forms insofar as these forms identify AM broadcasting as 'standard'. As an alternative, we respectfully submit that the forms should designate AM as 'AM (amplitude modulation)'."

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ZENITH REPORTS PROFIT; BRICKBAT FOR OPA

The Zenith Radio Corporation and its subsidiaries are operating in the black in the first three months of the fiscal year that began on May 1.

"A year ago we were running into substantial losses on production of automobile radios, resulting in a net loss of $649,649 for the six months ended October 31, 1936", E. F. McDonald, President, declared. "At one time we were losing $5 to $6 on every car radio we delivered. As soon as OPA went out of business we were able to raise our prices 25 per cent with no complaints."

He explained that the company continued to produce automobile radios at a loss because Zenith was the only supplier for Ford, Lincoln, Nash, Hudson and Willys. He told shareholders to consider the good-will the company had been able to build up with these manufacturers and added: "The automobile business is one where saturation will never be reached. It insures us a good car radio market. We have had to refuse the car radio business offered by such other companies as Packard, Chrysler, Kaiser-Frazer and DiamondT and International Harvester trucks."

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CHICAGO TRIBUNE THANKS WORLD PRESS IN FIRST NET FACSIMILE

A message of thanks to the press of the world extended by the Chicago Tribune last week read:

"More than 10 million readers in 46 countries and territories outside the United States got a look at the front page of the Centennial issue of the Chicago Tribune at almost the same hour Chicagoans pored over this newspaper's 100th birthday number.

"This almost instantaneous dissemination was made possible by twin milestones in world journalistic history. First was the international cooperation of 80 leading newspapers in 52 capitals and principal cities of foreign nations and American territories, 56 of which already are known to have reproduced the Tribune's Page One.

"Second was the unique feat of news transmission created to commemorate the Tribune's 100th birthday - the first international news-facsimile network in history. By wirephoto and telephoto networks, and by radio facsimile from New York and San Francisco stations, the reproduction of the Tribune's front page was flashed across the country and throughout the world."

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PROTEST CANADIAN BAN ON NEWSPAPER RADIO LICENSES

Following a recent report by the Canadian Broadcasting Commission that no more licenses would be issued to newspapers, the Canadian Daily Newspapers Association presented a brief to the Radio Committee of the House of Commons which held that it was essential that this discrimination be removed because of the imminent introduction of facsimile which may make it necessary for newspapers to own radio stations to stay in business.

"This ruling is not by virtue of any provision in any statute or regulation dealing with broadcasting", said the brief. "It is an arbitrary decision of the governors which is unwarranted, unfair and contrary to the public interest."

The brief went on:

"If radio licenses are refused to newspapers on the grounds that monopolies must be avoided at all cost, the very possible, if not the probable, result will be a monopoly of news in the hands of people without the standards and the experience of newspaper publishers, and the disappearance of the press as we know it today, with all that may mean not only in injury to the public interest, but in the loss of millions of dollars of capital investment, millions of dollars of taxable revenue and thousands of jobs."

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SCISSORS AND PASTE

Press Must Act Quickly For Newsgathering Frequencies

(Jeremiah Courtney, Washington Attorney, Formerly with FCC, writing in "Editor and Publisher")

Broadened used of radio now available for news gathering furnishes another proof of the old adage that it's an ill wind that blows no good. For 25 years progress in radio research was crowded into the war years, according to Commissioner E. K. Jett of the Federal Communications Commission, formerly the agency's Chief Engineed. And, as a result, there are radio frequencies available for non-broadcast use today that might not have been tapped for many years to come.

Not the least of the beneficiaries of this wartime research are the newspapers and press associations. For these organizations today have a supply of frequencies that may be used for two-way radio communications between the editor's desk and the reporter's car, four of these frequencies being located in the choice portion of the radio spectrum between 152-162 megacycles and ideally suited for communications of 15-20 miles coverage in metropolitan areas.

* * * * * * * * *

Although the rapid growth in use of two-way radio by the newspaper industry is foreordained under the broadened scope of communication now permitted, nevertheless a word of warning may not be amiss. If newspapers and press associations are to keep the frequencies now available for their purposes, there is little time to be lost. Unless two-way radio is used for newspaper and press association work, the FCC cannot be expected to reserve frequencies in the crowded spectrum for a service that does not demonstrate its needs and the contributions made, through use to the public interest, which is the touchstone of all frequency allocations.

An ever increasing group of interests is discovering the efficiency and economy of two-way radio and the demand for frequencies is now far in excess of the supply for certain categories of users. Unless newspaper and press association begin to use radio on a much more extensive basis than formerly, they may in time find themselves precluded from such use in consequence of the rigorous competition for frequencies now prevailing.

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The Man Behind Television By Telephone

(From an article "Two Fisted Dreamer" by Ted Leitzell in the "American Weekly" of July 13th)

Gene McDonald has won another fight. The two-fisted dreamer who gained a decision over a balky machine shop file at the cost of a pair of blistered hands, when he was 16 has just subdued television, problem child of radio and is ready to bring it into America's living room wearing its company manners. Which means first-run movies, Broadway plays and - no commercials.

McDonald, who has fought monopolies, bureaucracies, physical handicaps and the elements while climbing from machinist's

apprentice to the presidency of the Zenith Radio Corporation with a personal fortune of millions, never did feel pessimistic about television, or its future.

Years ago he summed up the situation:

"Televisionaries think we can pay for television the same way we paid for radio. They are wrong. The public will demand programs equal to the movies in entertainment value, and that will cost more money than advertisers can afford to pay. Until they get it, television will be a colossal flop."

But the televisionaries went ahead anyway, several times. Each time their boomlets flopped. After each collapse McDonald said:

"There's nothing wrong with television that money won't cure."

Well, then, he reasoned, why not let the consumer pay for it? Mr. and Mrs. Citizen pay to see movies at the theatre. Let them pay to see similar entertainment in their living room." * * * *

Cost of the service is added to his telephone bill at the end of the month.* * *

Those who own phone vision sets but are unwilling to pay for the key signal service will still be able to see things on their screens, but the distorted masses on view won't be comprehensible. They will, however, be able to see all of the free television programs that are regularly broadcast.

With the consumer footing the bill, instead of the sponsor, commercials will be unnecessary.

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Possibility Of Home TV Hurting Movie Theatres Seen
("Variety")

Television might some day take acut out of the gate receipts of sports events and film theatres, if the type of crowds watching baseball games, fights and other events on tele screens in New York neighborhood bars is any indication.

Survey conducted this week by Variety reveals that the majority of lookers in the neighborhood cafes are regular customers who spend their evenings before the screens in their favorite bars. Fact that many of these are young couples who would almost certainly attend a nabe filmery otherwise shows how tele has caught on to the potential detriment of nabe box offices. And statements by inveterate sports addicts to the effect that they'd much rather watch a ball game in the cool comfort of a bar, where they can sip a few beers inexpensively, rather than buck the crowds to pay admission at the gate, indicates that sports promoters also feel tele's bite.

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During the recent eclipse of the sun, the Argentine Naval Communications Service conducted experiments with the cooperation of Argentine amateur radio operators to determine the effects of sunlight on radio waves in the ionosphere. The results of the experiments have not been announced. The experiments were to consist of transmitting radio waves both across and within the shadow of the eclipse in order to study the differences in reception caused by the absence of sunlight in the ionosphere.

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TRADE NOTES

The four networks will seek to arrange duplication of network AM musical programs on FM radio stations, network representatives reported to the Employee-Employer Relations Committee Monday. The latter Committee, holding sessions at NAB headquarters in Washington on labor legislation, endorsed the report of the networks by resolution and urged them to proceed with the plan "as quickly as possible".

Cody Pfanstiehl, formerly of the publicity staff of Warner Brothers Theatres in Washington, D. C., becomes Director of Press Information for WTOP-CBS, succeeding Carl Gebhur who moves to the Sales Department under Maurice B. Mitchell.

A member of the Press Relations staff at the University of Chicago before the war, Mr. Pfanstiehl served four years in the Army Air Forces. For three months after his discharge, he was announcer and special events man for WFBC in Greenville, S. C.

Farnsworth Television & Radio Corporation in its annual report to stockholders announced a net loss of $435,742, after Federal tax credit carrybacks, for the year ended April 30, 1947, compared with net profits of $401,189 for the previous year.

Demanding an inquiry because the British Broadcasting Corporation broadcast a bullfight, George Bernard Shaw indignantly wrote to the editor of a London newspaper:

"In a bullfight an innocent animal is driven into an arena, where it is goaded, tormented and infuriated until it is exhausted, in which pitiable condition it is murdered by a swordsman splendidly attired, giving himself the airs of triumphing in a fair fight with a dangerous bull.

"In my early days England was proud of having abolished bear-baiting and all such savageries, and made bullfighting a national reproach to Spain. But now!"

Shaw demanded a public inquiry into the mental condition of BBC.

To provide space for improved service to its radio dealers and for the expansion of its M-G-M record distribution, Zenith Radio Distributing Corporation recently purchased the two-story and basement building at 912-22 Washington Blvd., Chicago, Hugh Robertson, Executive Vice-President and Treasurer of Zenith Radio Corporation, announced Monday.

Mr. Robertson said that the continued demand for Zenith radios and the rapid growth of its recently acquired record business made the distributing corporation's facilities at 680 North Michigan Avenue inadequate. This building will be retained as a display salon for both Zenith radios and Zenith hearing aids, as well as a service and a sales outlet for hearing aid batteries and accessories.

Contents of the July issue of Radio Age published by the Information Division of RCA, include "Outlook for the Radio Industry", by Brig. Gen. David Sarnoff; "Uses of Television" by Noran E. Kersta, an illustrated description of RCA Exhibition Hall in Radio City, and "Plane-to-Shore Message Service Opened".

Powel Crosley, Jr., Cincinnati automobile/manufacturer and former radio said Monday he was negotiating for the purchase of historic Bull Island in the Atlantic Ocean, about fifteen miles south of Savannah, Ga. The island is about seven miles long and four miles wide, Mr. Crosley said, with about 2,000 acres of land above high tide.

Sam Norris, associated with Amperex Electronic Corporation, Brooklyn, N. Y., since 1929, has been electec Executive Vice-President.

The expanding Amperex line will include new tubes for FM broadcasting.

Three specialists in television have joined Richard W. Hubbell and Associates, television consultants, the firm announces. Dr. Alfred Norton Goldsmith, former RCA Vice President, will concentrate on engineering and research, policy and management, continuing his regular consulting practice. Thomas H. Hutchinson, formerly with Ruthrauff and Ryan and RKO Television, will specialize in program production and station problems. Philip Booth, formerly with CBS Television, London Films and Westchester Playhouse, will concentrate on program structures and personnel training.

The Stewart-Warner Corp. has appointed the National Radio and Television Service of Washington, D. C., and the Arlington Television Laboratories under the company's service and installation plan for its television receivers in the Capital.

James L. Fly, former Chairman of the Federal Communications Commission, who has been arbitrating issues between the American Communications Association, CIO, and operators, awarded wage increases Tuesday to radio officers aboard East and Gulf Coast tankers, raising their monthly pay from $230.75 to $288.45. The award provided that $25 of the increase should be retroactive to Sept. 26, 1946, and also increased the overtime rate from $1.25 to $1.60 an hour.

Nineteen cabinet variations of the 12 model line were previewed by distributors of Westinghouse in Atlanta Tuesday in the first of a series of meetings to be held throughout the United States. The line includes five consoles, five table models, a consolette, and a new portable. Edgar G. Herrmann, Sales Manager, explained that while prices had not been firmly set, they will range from $37 to $600.

Mr. Hermann said the special new Westinghouse FM circuit is incorporated in all consoles and one table model. He did not reveal technical details, since a patent is pending, but he pointed out that the new circuit results in improved tuning characteristics and reduces to a minimum noise and distortion of broadcast signal.

Although no television receivers were shown, Mr. Herrmann said the development of the first set is completed and Westinghouse will market a new television receiver.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1785

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July 30, 1947

JONES LEAVING CONGRESS FOR FCC TOUCHES OFF GREAT LOVEFEST

Old timers rubbed their eyes at the ovation participated in by Republicans and Democrats alike, which Representative Robert F. Jones (R), of Ohio, received in the House last Friday when Speaker Joe Martin presented the former's resignation. Representative Jones had just been appointed by President Truman to a term of seven years on the Federal Communications Commission to succeed Commissioner Ray C. Wakefield of California, whose re-nomination was subsequently withdrawn.

Representative Thomas A. Jenkins (R), dean of the Ohio delegation was the first to get to his feet when Speaker Martin read Mr. Jones' formal letter of resignation. Said he:

"It is with a deep sense of personal loss that I contemplate the resignation of my very good friend, Robert F. Jones. When he came to Congress he was one of the youngest Members, and although he has been in Congress now nearly 8½ years, he is still the youngest man in the Ohio delegation. (Editor's Note: Mr. Jones is 40 years old). I am sure the Ohio delegation, both Republicans and Democrats, wish him well in his new position. While his leaving will be a loss to the district which he has so ably represented and to the State of Ohio, it will be a much greater loss to the Nation. His outstanding work as a member of the Committee on Appropriations was distinctively Nation-wide in its scope. Anyone who saw him perform in his handling of the Interior Department Appropriation bill on this floor some few weeks ago surely realized that his work was distinctively Nation-wide. I have heard many Members say that by his masterful handling of that bill he proved that he is a master parliamentarian. His work on the Committee of Appropriations for the last few years has made him a national figure. And it has won for him the admiration of all the members of this great committee, whether Republicans or Democrats. * * * *

"Here he is today with nearly 9 years of service in the greatest legislative body in the world behind him, yet he has before him the best years of his life. I predict for him great success in the position to which the President of the United States has appointed him. He was appointed because he had a good record which could not be successfully assailed."

Former Democratic Speaker Sam Rayburn, of Texas, broke in:

"I do not want to let this opportunity pass without saying a word about the service of Bob Jones and the type and character of man I think he is.

"I do not think there have been better men to serve in the House of Representatives than BobJones. I shall miss him very much personally, and I know that the House will miss his splendid ability and his great efficiency. He is going to a place where he can, and

I think will, be of great service. He is going to a Commission which I think will not be hurt by the infusion of some Bob Jones blood."

Republican Floor Leader Charles A. Halleck, of Indiana, said:

"I consider him one of our outstanding Members - a man of unquestioned integrity and honesty. He has shown but one purpose, and that is to do the right as he sees the right in the interest of all the people of this great country.

"As Chairman of the Interior Department Subcommittee of the Committee on Appropriations, he had a most difficult assignment. In his handling of that bill he showed a detailed knowledge of every single item in it. He always supported his arguments with facts."

Representative Taber (R), of New York, Appropriations Committee Chairman, declared:

"Bob Jones came here as an able young lawyer. As a result of the most diligent effort in committee and on the floor, and tremendous study, day and night, he became one of the ablest parliamentarians we had on the floor, and one of the most effective committee members and one of those who was best able to handle a bill and put it across on the floor.

"I am sure that in the work he is tackling in the Federal Communications Commission, he will make a record which will stand out just as his record has stood out here."

One Representative after another arose to pay his tribute to Mr. Jones, namely Representatives Cliff Clevenger (R), of Ohio; W. F. Norrell (D), of Arkansas; Robert Sikes (D), of Florida; Robert F. Rich (R), of Pennsylvania; Walter E. Brehm (R), of Ohio; John M. Vorys (R), of Ohio; George H. Mahon (D), of Texas; Carl T. Curtis(R) of Nebraska; Karl Stefan (R), of Nebraska; Robert A. Grant (R), of Indiana; J. Percy Priest (D), of Tennessee; J. Harry McGregor (R), of Ohio; Karl M. LeCompte (R), of Iowa; Sam Hobbs (D), of Alabama; L. Mendel Rivers (D), of South Carolina; Homer A. Ramey (R), of Ohio; John Kunkel (R), of Ohio; Ivor D. Fenton (R), of Maine; Estes Kefauver (D), of Tennessee; H. Carl Anderson (R), of Minnesota, and Emanuel Celler (D) of New York.

Finally, Representative Jones responded, in part:

"Of course I am very grateful for the kind words that have been said about me here this afternoon. I choose, however, to consider them as impersonal and that they represent an ideal to which you Members of the House, with whom I have served, would like to see a colleague of yours adhere. * * *

"I go to the position to which I have been appointed by the President of the United States with a background of the traditions of this House of Representatives. I go as a recent Member of a great legislative body, close to the people; a legislative body

that cherishes and defends freedom. We may differ at times over the way we arrive at the solution of our problem, but we discuss them, we debate, decide and when the majority speaks, we all abide by that decision. * * * *

"The nearly 10 years I have spent here I know will assist me greatly in the duties I shall take up on September 3. To have the point of view of men and women who are trying to preserve liberty and freedom is a distinguished background and will be of great assistance in serving on the Federal Communications Commission which has so much to do with freedom of speech and freedom of communications throughout the United States, in fact throughout the world.* * *

"I shall miss you all, of course. Our relationship may never be the same again because, after all, I am leaving the House of Representatives to become a 'bureaucrat'. I do not expect any quarter from any one in this House in that capacity, because I gave no quarter as a member of the Appropriations Committee to any of the bureaucrats. I hope sincerely, though, that when I do come back you can give to me the same clean bill of health you have given me as I leave you today."

The tributes to the new Federal Communications Commissioner cover three and a half pages (beginning with No. 10311) in the Congressional Record of July 25 in addition to several members having been granted permission to extend their remarks in later issues.

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FCC INVESTIGATING LOCAL POWER LINES "WIRED-WIRELESS"

The Federal Communications Commission is investigating reports that some individuals and groups have gegun, or plan, "wired-wireless" broadcast service over local power lines.

"Indications are that the necessary equipment is being supplied by firms or agents with the mistaken assurance that this type of operation does not come under Commission jurisdiction", says the FCC. "There is further indication that the operators, also, are not familiar with Commission requirements.

"This use is not covered specifically by the Communications Act or the Commission's rules and regulations. However, it is subject to regulations which govern the operation of low-power radio frequency devices intended for control rather than for broadcast purposes. These sections specify maximum power and range for such devices if they are to be excepted from the licensing procedure.

"There is no provision under the low-power rules which countenance the establishment of a station comparable to presently authorized broadcast stations. By no stretch of the imagination can it be interpreted that the Commission intended low-power devices to be converted into stations for communicating through space by radio, employing call letters selected at random, operating on

frequencies assigned to the standard broadcast band, and broadcasting commercial announcements.

"Instances where the potential purchaser has been assured by the distributor or manufacturer that a certain low-power device conforms with the established rules have been brought to the attention of the Commission. While this unconventional practice may exist, it does not relieve the owner or operator of the responsibility for determining that the Commission's requirements are fulfilled.

"Unlicensed radio operation, which normally results when low-power devices exceed the limitations provided, creates a definite menace to important communications and may subject the operator to serious penalties provided for in the Communications Act, including a maximum fine of $10,000 or two years' imprisonment, or both.***

"As originally conceived, the rules provided for the use of low-power radio frequency devices for control purposes. The control device employs a conventional house lighting circuit to provide a link between the transmitter device and the unit to be controlled. The apparatus generating the electro magnetic field must always be operated at a distance less than 157,000 feet divided by the frequency of operation in kilocycles from the unit to be controlled. For example: At 1000 kilocycles, in the middle of the standard broadcast band, the maximum distance of operation should not be greater than 157 feet. When the radiation from low power radio frequency devices exceeds the calculated maximum distance permissible, the equipment assumes the status of an unlicensed transmitter and the owner and operator are subject to the penalties provided in the Communications Act. * * *

"While the so-called 'campus radio' of the Intercollegiate Broadcasting System, which is confined to the individual wired precincts of more than 50 schools and colleges, is not licensed, its operators see that it conforms to FCC low-power rules.

"Even though low power is employed, equipment of this type may be accidentally or intentionally coupled to radiating antennas or power supply lines so as to interfere with radio reception. In this respect the interference may well be caused by harmonics rather than on the fundamental frequency.

"Of course, if a control device is to be operated over distance or with greater power than those specified, it is necessary to first obtain a license from the Commission. Licenses are issued without cost, and application forms may be obtained from any Commission field office, or by writing to the 'Secretary, Federal Communications Commission, Washington 25, D. C." Likewise, the Commission and its field offices will be glad to answer any inquiries concerning use of low-power devices.

"Licenses may be granted to operate radio control devices on certain frequencies within the band 27.430 to 27.480 megacycles shared with the Industrial, Scientific and Medical Service; and also within the Citizens Radio Service band 460-470 megacycles. At this

time, operation of these devices would be under the terms of experimental licenses.

"Amateur radio stations may also be used for transmitting signals to receiving apparatus in connection with the control of remote objects such as model aircraft. This is provided in Section 12.101 of the rules governing amateur operation. However, an amateur station used for this purpose must be operated by a licensed amateur radio operator on frequencies assigned for the use of amateur stations."

(Editor's Note: It was said at the FCC that the Commission investigating reports of "wired wireless" broadcast service over local power lines were not inspired by Zenith's phone vision plans. See "Power Lines People Also Inquire About 'Pay As You See TV'" immediately following.)

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POWER LINES PEOPLE ALSO INQUIRE ABOUT "PAY AS YOU SEE" TV

Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, at the annual stockholders meeting in Chicago last week, revealed further details of the company's plans for "phone vision", Zenith's new method of providing "pay-as-you-see" home television programs of current movies and other entertainment features.

Commander McDonald told stockholders that Zenith had been working since 1931 on a method of using telephone wires for television, but that it was only three months ago that he received permission from his patent attorneys to reveal development of phone vision.

He said that three months ago he had talked to two vice presidents of the American Telephone and Telegraph Co., who were and are interested in phone vision. He also said that since announcement of phone vision earlier this month, Zenith had been approached by three electric utility companies who were anxious to have power lines instead of telephone wires used with the system.

Mr. McDonald also described a conversation with the head of one of the largest motion picture companies, which also operates a chain of theaters in large cities. He declined to reveal the name of the film executive, but quoted him as saying, "Phone vision will give us twenty million new outlets, and we are looking for distribution."

Commander McDonald also said that the telephone company had been approached earlier by three different movie producers who wondered if there might not be some method of using telephone wires to create a box office for movies, but that phone vision was the first solution offered to the problem.

Mr. McDonald touched on the economics of phone vision by pointing out that although average cost of producing features is more than $650,000, with many running into several millions, film producers receive an average of only about 4½ cents from each

theater viewer. Then, emphasizing that this was only surmising, he said that if the cost of seeing a new feature, such as the Yearling, in the home by phone vision were $1, and it were seen by a family of five, the producer would need only 25¢ to average 5¢ per viewer. This would leave, he suggested, 75¢ to be divided between the telephone or utility company and the television transmitting station."

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WDAY FREE NON-PARTISAN SERVICE TO CONGRESSMEN MAKES HIT

Quite a bouquet was tossed at Station WDAY, National Broadcasting Company outlet, in Fargo, N.D., by Senator Milton R. Young, of North Dakota, for free facilities it afforded Senators and Representatives of that part of the country.

"All during this session radio station WDAY, one of North Dakota's outstanding broadcasting stations, has conducted a most commendable program which has permitted the Members of Congress from its coverage area to report, in a non-political way, the progress of legislation, allowing them freely to express themselves", Mr. Young reported in the Congressional Record.

"The Members of Congress have greatly appreciated this service and wish to commend Station WDAY for making the service possible.

"I ask unanimous consent that a telegram I have just received from Station WDAY be inserted in the Record as a part of my remarks."

The telegram read:

"As the first session of the Eightieth Congress of the United States draws close to its final hours, the newsroom of WDAY wishes to express its thanks to the Senators and Representatives from the Northwest for their cooperation during this session in the presentation of Washington news. Through their help we have been able to give this area one of the most complete reports of daily Washington news and of special topics of particular interest to the people of this area. Their response to queries for specific information has at all times enabled us to answer similar queries for information from WDAY's listeners. To these Senators and Representatives the WDAY newsroom extends thanks on this final broadcast of the weekly Washington report."

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SYLVANIA SALES INCREASE 69 PER CENT IN FIRST HALF OF 1947

Net sales of Sylvania Electric Products, Inc. for the six months ended June 30, 1947, were $47,756,365, an increase of 69 per cent over sales of $28,187,728 in the corresponding period of 1946. Net sales for the three months ended June 30, 1947, totaled $24,219,586 compared with $15,353,597 for the second quarter of 1946, an increase of 57.7 per cent.

Net income for the first half of the year was $1,538,977 equal to $1.35 per share on the 1,006,550 shares of common stock outstanding after deducting dividends on the $4 cumulative preferred stock. This compares with $558,468 or 36 cents per share on 1,005,000 shares of common stock in the first half of 1946. For the three months ended June 30, 1947, net income was $735,635, equal to 63 cents per share on the common stock.

The report added that new and improved machinery, improved manufacturing efficiencies, higher sales prices on some of the company's products, and the passing along of an excise tax formerly absorbed by the company on certain of its products, are expected to offset a large part of the estimated increased labor costs.

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CBS CHAIRMAN MARRIES FORMER BARBARA CUSHING OF BOSTON

The marriage of Mrs. Barbara Cushing Mortimer and William S. Paley, Chairman of the Board of the Columbia Broadcasting System, took place at Manhassett, Long Island, last Monday afternoon at the home of the bride's mother, Mrs. Harvey W. Cushing. Only members of the two families were present at the ceremony, performed by Supreme Court Justice J. Edward Lumbard, Jr.

Mr. and Mrs. Paley plan to sail on Friday on the "Queen Elizabeth" for a wedding trip abroad.

The bride is a daughter also of the late Dr. Cushing, noted brain specialist of Boston. She is the sister of Mrs. Vincent Astor and Mrs. John Hay Whitney, and is the former wife of Stanley G. Mortimer, Jr., of New York and Tuxedo Park, N. Y.

Mr. Paley's first wife, the former Miss Dorothy Hart, was at one time married to John Randolph Hearst.

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United Air Lines announced in Chicago last Friday it had purchased 200 radar altimeters and would begin installation of the safety equipment on all its air-liners within a few months. The radar altimeter is an electronic device which warns the pilot by signal lights of the proximity of the ground as well as other obstacles in his path. It has an effective range of some 8000 feet below and ahead of the plane.

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STORER-RYAN PASS 20TH MILESTONE; LOOK FORWARD TO NEXT 20

Congratulations are being received by Commander George B. Storer and J. Harold Ryan, President and Vice-President respectively of the Fort Industry Company broadcasting stations celebrating their twentieth anniversary. In expressing appreciation for their success, Messrs. Storer and Ryan state:

"We look forward to another 20 years based upon our concept of radio and television operation - which is to develop facilities alloted us by the Federal Communications Commission to the utmost in the public interest."

Their stations are WJBK, Detroit, home of Commander Storer; WSPD, Toledo, home of Mr. Ryan (Storer and Ryan are brothers-in law); WLOK, Lima, Ohio; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WAGA, Atlanta, and WGBS (whose call letters are the initials of Mr. Storer and a famous Britisher who is also celebrating a birthday).

A new sales record was set when Fort Industry paid $700,000 for WJBK, 250 watt station on 1490 kc in Detroit. Also a television license has been granted Fort Industry in Detroit, which is to have a 500 foot antenna tower, which is only 50 feet short of the height of the Washington Monument.

Messrs. Storer and Ryan are two of the most popular figures in radio. Commander Storer has been identified over the years with Detroit radio ownership, including WGHP (now WXYZ), which he sold to King-Trendle; CKOK (which became CKLW) and an interest in WJBK. In World War II, Commander Storer left active direction of The Fort Industry to accept a Naval commission and was assigned as Inspection Director of the Chicago Naval District. Later he was transferred to Navy Department headquarters in the Office of Procurement and Materiel.

Mr. Ryan in World War II served as radio censor for the United States. He was second in command to Byron Price, who also had under him the press. Mr. Ryan was so successful in what was perhaps one of the toughest war jobs that so far as known not a major complaint was received from the broadcasters. Following the war, Mr. Ryan was drafted as President of the National Association of Broadcasters.

Messrs. Storer and Ryan first became associated when they went into the gasoline business in 1928. In 1927 the Fort Industry Oil Company was formed in Cleveland and Toledo and to promote it, radio was used. Arrangements were made with the then local station WTAL in Toledo and the Storer-Ryan partnership soon owned the station and changed the call letters to WSPD. In 1931 the gasoline business was sold and the firm went into radio as its main activity.

In connection with its seven stations, The Fort Industry maintains a Washington office in charge of Commander John Koepf, who before entering the Navy was associated with Proctor & Gamble and Station WLW in Cincinnati.

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STRONGER ANTI-LIQUOR ADVERTISING BILL CONSIDERED BY SENATE

Senators Clyde M. Reed (R), of Kansas), and Edwin C. Johnson (D), of Colorado, a two man Senate Interstate Commerce subcommittee, are studying a bill introduced by Senator Arthur Capper (R), of Kansas, under which all liquor advertising would be banned. They agreed at a meeting Tuesday that Capper's sweeping bill would not be "practical" in its present form and offered their own substitute.

It would forbid the publication or broadcast of advertisements which "by word, device or sound, imply that the use of liquor is beneficial to health, will increase social or business prestige, or is traditional in American family life." Ads which contained such "implications" would be classed as "misleading under the Federal Trade Commission Act".

The new version was drafted by Reed. Johnson endorsed it but said that it does not go quite far enough. He suggested an added clause to make it illegal for any liquor, wine or beer advertisement to include a picture of a woman, child or family scene.

The Reed bill and Johnson's added proposal will be submitted to the full Senate Commerce Committee next January. Reed "assumed" that public hearings would be held.

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VIGILANT PRESS PRAISED BY JESS WILLARD, NAB V-P

Commemorating "Freedom of Speech Night", and preceding the performance of "The Common Glory", at Williamsburg, Va., A. D. Willard, Jr., Executive Vice President of the National Association of Broadcasters, addressing the audience last night (Tuesday) cited government-imposed limitations as "the greatest danger to individual freedom". He stated, however, that "because we have a free press" and a "vigilant press, which has kept the people in day-to-day communion with the activities of their elected leaders", we have escaped such restrictions.

Mr. Willard, continuing, warned "that without a free radio, we will not have for long a free press."

Tuesday night's performance is the first of a series dedicated to "Four Freedoms" - freedom of speech, freedom of assembly, freedom of religion and freedom of the press.

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MORE "VOICE OF AMERICA" PROGRAMS TO RUSSIA; FEWER ELSEWHERE

The State Department has expanded its Voice of America broadcasting to Russia while curtailing other programs because of reduced appropriations allocated by Congress.

Officials said a new one-half hour program, including 15 minutes of news in the Russian language and 15 minutes of recorded music, would be beamed to Moscow at midnight, Russian time, starting tonight. This is in addition to a one-hour nightly broadcast of news, scientific and cultural features and music which is beamed to Russia from 9 to 10 P.M., Russian time. The 9 P.M. program was started several months ago.

Officials said the additional half-hour broadcast later in the evening would not involve any additional cost, since it will be prepared by the same staff.

Assistant Secretary of State Benton announced the Voice of America programs are being reduced as a whole by 40 per cent.

The program reduction, Mr. Benton said, is one of a series of major steps planned to bring the department's international information and cultural affairs activities within the limits of the $12,400,000 appropriation voted by Congress. More than $30,000,000 had been asked.

The new budget includes $6,900,000 for the Voice of America during the current fiscal year, as compared to $8,400,000 available for the 12 months ended last June. The present staff of 500 persons working on overseas broadcasts will be reduced to about 225.

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SURVEY SHOWS RADIO SETS CHEAPER THAN 10 YEARS AGO

Frank W. Mansfield, Director of Sales Research for Sylvania has come to the conclusion that, in spite of the present day trend toward higher prices, people paid less for a radio in 1946 than they did ten years ago!

Looking at the matter from one viewpoint, in 1936 it was necessary to work 2.56 weeks in order to have enough money to buy the average priced radio, that is, provided you saved all your pay for that purpose. Last year, the average worker could get a new radio after working only 1.25 weeks.

The average retail price of a radio in 1936 was $55.70. Mr. Average Workingman was getting $21.78 per week then. Last year, Mr. A. Workingman's earnings increased to $43.71 while the average radio price declined to $54.52. Mr. A.W. had to work less than half the time to get the equivalent radio of ten years ago, pricewise speaking.

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ETHRIDGE ENDS UN CHORE; RETURNS TO RADIO, NEWSPAPER DUTIES

After five and a half months' service as United States representative on the United Nations Balkan Investigation Commission, Mark F. Ethridge, former President of the National Association of Broadcasters, has resumed his duties as publisher of The Louisville Courier-Journal and President of WHAS, Louisville, Ky.

Mr. Ethridge said he regretted that he was not able to remain for the final decision of the Security Council on the Commission's report, but that he felt that he must resume his duties in Louisville.

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AMERICAN FORUM OF THE AIR PRAISED IN CONGRESS

Four pages of the Congressional Record (July 7) were devoted to Theodore Granik and the American Forum of the Air. Said Representative Emanuel Celler (D), of New York:

"This weekly radio discussion program is a unique institution in our Nation's Capital. The proceedings of the American Forum of the Air as they are broadcast every Tuesday night through the facilities of the Mutual Broadcasting System to every corner of our land stimulate our people to think clearly on the vital problems of the day.

"We Members of Congress who are forced by the press of our duties in Washington to remain away from our home districts for various periods of time realize only too well the value of informing the people back home about our work. * * *

"This radio program, which is the oldest public service discussion program, recently celebrated its nineteenth anniversary. For 19 years it has presented discussions of vital issues with outstanding authorities. The name American Forum of the Air has been established in the minds of America's radio listeners as the program from which they can get both sides of an issue.* * * *

"The early program was called law for laymen and was broadcast over the facilities of radio station WOR in the city of New York. When Theodore Granik came to Washington as counsel for the United States Housing Authority, he brought his radio program with him which was broadcast through the facilities of WOL here in Washington as well as WOR, New York. The program grew and developed with the Mutual Broadcasting System into the present American Forum of the Air."

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FBI OBJECTS TO TITLE FOR NEW WOR SERIES

The Federal Bureau of Investigation in Washington made known Monday that it objected strongly to use of the title "Top Secrets of the FBI", for a proposed new program series on WOR. An official spokesman for the Bureau emphasized the agency was not revealing its "top secrets", and that, contrary to the station's announcement over the week-end, it had not lent official sanction or approval to the series.

The FBI spokesman, who was reached by Jack Gould of the New York Times by telephone in Washington, said that the bureau recognized that its activities were a matter of legitimate public interest, but that it could not approve of a venture which it believed might impair the agency's reputation or dignity.

The only radio program carrying the FBI's formal endorsement, the spokesman said, is "This Is Your FBI, produced by Jerry Devine and carried on the American network. For this program, the spokesman said, FBI officials on their own time check the scripts for accuracy and for educational values in explaining the problems of law enforcement.

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U.S. TELEVISION PASSES 1000TH BIG-SCREEN TELE PROJECTION SET

Having passed the one-thousand mark in big-screen projection television sets produced, the United States Television Mfg. Corp. is now steadily increasing its production of projection models, according to Hamilton Hoge, President of UST. Not counting all other television receivers made, United States Television made its 1000th projection set on July 24.

The count was kept on the projection receiver with the 475 square inch screen, which UST says is the largest on any television set being mass produced today. Because it is a great crowd-pleaser, this set has become the favorite with owners of taverns, hotels, and restaurants. United States Television also makes console television receivers for the home which were not included in the production total.

Production is being stepped up on the big-screen projection television receivers because of the demand for these public place sets throughout the country, Mr. Hoge reported. The demand has increased heavily in areas outside of New York City and routine shipments are now being made to all cities with television programs. Distribution is now made in thirteen states and Washington, D. C.

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SCISSORS AND PASTE

Would Allow FCC More Flexibility Than In New Radio Bill
("Washington Post")

Senator Wallace White's bill contains extensive amendments to the existing Communications Act designed to assure fairness on the part of broadcasters in the allotment of time on their radio stations for the discussion of controversial issues and political campaigns. The existing law stipulates merely that broadcasters should "afford equal opportunities" to all political candidates, leaving to the Federal Communications Commission the task of making rules and regulations to carry this stipulation into effect. It seems to us that this vesting of discretion in the regulatory agency is a good deal more prudent than Senator White's attempt to write the regulations into the statute.

Under Senator White's bill, a station licensee would be forbidden during a political campaign to permit the use of his station for or against any candidate for public office excepting the candidate himself, his qualified opponents, persons authorized by them or authorized representatives of recognized political parties whose candidates' names appear on the ballot. As FCC Chairman Denny has pointed out, this would deny use of the radio to minority groups or parties seeking a chance to get on the ballot. It would also rule off the air during political campaigns nonpolitical organizations such as labor unions, bar associations or the League of Women Voters and would even seriously restrict regular news commentators in discussing campaign issues. We agree with Mr. Denny also that no useful purpose would be served by Senator White's proposal to close political debate 24 hours prior to an election.* * * *

Senator White would require broadcasters to identify all news items as to source and all editorial or interpretative comment as to source and responsibility, announcing to the audience the origin of each at the beginning and end of every broadcast. The aim is laudable; but the execution, we fear, is impossible. Mr. Denny was quite right in pointing out that "it will be a matter of opinion whether any particular report represents an objective reproduction of the event described or also includes subjective coloring reflecting the writer's own viewpoint". We believe, of course, that differentiation between news and interpretation is desirable and should be zealously sought by broadcasters, but we doubt the wisdom of setting an unattainable standard in substantive law.

Broadcasters as well as the public will fare best, in our estimation, if the FCC is granted a good deal of flexibility in fixing standards to assure the equality of opportunity that radio ideally ought to provide. A too rigid insistence on equality in the airing of controversial views, for instance, might result in the shunning by broadcasters of all controversy - a development that would gravely impair radio's usefulness as an instrument of the democratic process.

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Radio Versus Newspapers In Dealing With Crime
(Robert U. Brown in "Editor & Publisher")

This isn't aradio-versus-newspaper column. But one thing usually leads to another, and we got to thinking about newspaper crime stories the other night after listening to several radio detective and psychological dramas. In four half-hour programs, we heard 11 people get "knocked off" by various methods ranging from poisoning to shooting to "nail file in neck" technique. The killer was rarely brought to justice, but eventually came to a bad end himself. Maybe that's radio's way of portraying "crme don't pay". But it didn't seem like very healthy entertainment.

Anyway, it set us to thinking. There has been an unusually heavy budget of crime stories in the newspapers these last few weeks. * * * But if the newspaper news budget had been as top heavy with crime stories as were the air waves the other night, there would be a howl from the critics that could be heard from here to there.

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Believes As Yet Televising Of Art Falls Short
(Jane Watson Crane in Washington Post)

National

The Raphael painting singled out for the/gallery's first television venture by NBC is very small, which made it possible to reproduce in full in the scale required. A beautifully integrated work, it has firm outlines, but also considerable detail. Unfortunately, it did not reproduce well in television, nor did the incidental works - a portrait of Catiglione, the Houdon bust of Voltaire, and the Holbein Edward VI. The details scarcely came through at all, and the forms lost a great deal in transmission. It is interesting that a small detail of the Raphael, a closeup to show the signature, which was taken from an enlarged photograph, came out much better than the painting taken directly with the television camera. Color television, of course, is out for the present, although studios officials say that that angle is being worked on. * * * * *

The big advantage of television, so far at least, would seem to be its immediacy. If the openings of art exhibitions, for example, were televised, it would have great publicity value to the artists.

As an experiment, the National Gallery's venture was fascinating, but the results did not prove that the medium was up to it. A motion picture presentation would be more satisfactory, and have the added advantage that it could be preserved. When the half-hour telecast was over Saturday night, it had vanished for all time.

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Contents of the International Review of the International Telephone and Telegraph Corp. for July includes "Norway - Giants Land"; "All-Weather Landings with Radio Aids", and "Story of Standard Telephone and Radio System of Zurich."

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TRADE NOTES

Test bench power for all types of auto radio sets has become available to radio servicemen through the introduction by Federal Telephone and Radio Corporation, Clifton, N. J., of a heavy duty selenium rectifier power supply designed especially for work of this type.

For the accommodation of personnel of the National Broadcasting Company and affiliated stations planning to attend their convention to be held at Atlantic City on Friday and Saturday, September 12th and 13th, through Pullman cars will leave Chicago, St. Louis, Detroit, Cincinnati and Cleveland on Thursday, September 11th, arriving Atlantic City on Friday morning September 12th.

For those attending the NAB Convention through cars will leave the same cities on Saturday, September 13th arriving Atlantic City Sunday morning September 14th.

A survey made by Collier's revealed that over 1,341,000 families of the magazine's readers will buy about 1,530,000 radios next year at acash outlay of $193,000,000.

The survey showed that nearly half (48%) would buy a new set in 1947; 49.3% will buy a console type radio-phono, and 19% will buy table combinations.

About 1,078,000 families expressed interest in having a set with FM. 297,000 readers would include television receivers in their buying plans.

Messages of RCA Communications, Inc., to and from overseas points now are processed by automatic machines through such gateway cities as New York, London, San Francisco and Manila, without delay.

"This advanced technique in international radiotelegraphy is the result of wartime research and development", says an RCAC statement. "It gives to private messages the same speed, accuracy and dependability which were attained through its world-wide use by the U. S. Army Communications Service during the war."

Five stations, including a new 10,000 watt outlet now under construction in Albany, N.Y., soon will affiliate with the American Broadcasting Company as the network continues to expand and improve its coverage of the leading retail markets of the country.

Effective December 1, Station WRWR, a new station now under construction in Albany joins ABC replacing WOKO. In addition, two 5,000 watt stations also will join ABC before the close of the year, - KFDF now building in Wichita Falls, Tex., and Station WRUN of Utica, N. Y. Addition of these stations brings the total number of ABC affiliates to 260.

Westinghouse expects to have its first television sets in the hands of the dealers by November 1st.

The Garod Radio Corporation has a new portable model which weighs only 3½ pounds. It is a four tube superhet to sell at $29.95 less batteries.

Garod, which expects to spend $500,000 in advertising this year exhibited its new television console in New York this week. The set complete with AM-FM and short wave radio reception facilities as well as an automatic phonograph, will sell at less than $700 and will be ready for delivery to dealers late in September.

A new technical reference folder, designed especially for the nearly 100,000 radio hams in this country and containing a roundup of tube information, has just been issued by the RCA Tube Department.

Titled "Headliners for Hams", the new folder is a combination technical bulletin, price list, catalogue, and sales brochure. It contains valuable design information, and covers a selected group of RCA's most popular amateur tubes.

Information in the colorful three-page folder includes new ratings on the RCA 807, 808, 810, 813 and 829-B; new operating conditions for frequency doublers, and new data on modulators.

The new folder is available free from RCA tube distributors or the Commercial Engineering Section of the RCA Tube Department, Harrison, N. J.

Two cousins were reenacting a murder drama they had heard on the radio a few moments before, according to an Associated Press dispatch from Middletown, N. J. Assistant Monmouth County Prosecutor John M. Pillsbury reconstructed the re-enactment:

"Get 'em up, this is a stickup", ordered the younger boy, 13, to Ephametius Buffaloe, 17, in the dining room of their grandmother's home. He was standing behind his cousin, just like the gunman in the drama.

"Okay, you asked for it", the 13-year-old boy said, and he pulled the trigger of the .38-caliber revolver he had found in a drawer. Ephametius fell dead.

Shortwave operators at the Bethany transmitters of the Crosley Broadcasting Corporation were working a ham operator aboard a ship some 150 miles west of Havana in the Gulf of Mexico the other day.

The ham told Crosley engineers that he had just heard WLWA, the corporation's FM outlet in Cincinnati. To document his statement, the amateur operator named the frequency and channel used by WLWA as well as the exact sign on time and title of the program he had heard!

And they say frequency modulation has "limited" coverage!

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1786

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

August 6, 1947

CONGRESSIONAL JUNKETS ABROAD HOLD "VOICE OF AMERICA" FATE

Despite please from Assistant Secretary of State William Benton and what appears to be a continuous bombardment of newspaper editorials (one of which suggests that Mr. Benton resign forthwith), the future of the "Voice of America" rests with the special House and Senate subcommittees which are to go to Europe to learn at first hand how the broadcasts are being received.

The House subcommittee, headed by Representative Karl Mundt (R), of South Dakota, author of the Mundt Bill, who is fighting to establish the "Voice of America" on a permanent basis, is composed of Lawrence H. Smith (R), Wisconsin, John Davis Lodge (R), of Connecticut; Pete Jarman (D), of Alabama, and Mike Mansfield (D), of Montana.

Senator H. Alexander Smith (R), of New Jersey, is Chairman of the Senate subcommittee, which includes Bourke B. Hickenlooper (R), of Iowa; Henry Cabot Lodge (R), of Massachusetts; Carl A. Hatch (D), of New Mexico and Alben W. Barkley (D), of Kentucky.

Secretary Benton, who answered a question as to whether or not he would resign soon by saying he would carry on the program "as long as I am useful", said he was glad the special Congressional Committees would go abroad to investigate the foreign policy of his agency. "I feel confident", he added, "that they will return convinced of the need for giving to the rest of the world a full and fair picture of America."

Staffs of the radio service will be cut from 1,013 to 649 in Washington and New York and from 1,813 to 897 overseas.

Calling for the resignation of Secretary Benton, the Washington Star said last week:

"If Congress is to approve the "Voice of America" and State Department information program continuance next year, several things need to be done. Assistant Secretary of State Benton has not been able to make his program stick and should be replaced with one who can at least make a fresh start. Some of the improvised informational programs hurriedly and expensively thrown together during the war got a bad name for themselves and the State Department's program should be disassociated completely from the relics of those services. We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda. If those whom we trust to conduct our foreign relations believe that an American campaign of propaganda abroad is a necessary modern weapon for peace as well as for war, then we should perfect the best weapon of the sort or put our foreign relations under those who eschew propaganda and forget about it. As it is, we are apt to make ourselves ridiculous, instead of believed, through the 'Voice of America.'"

The New York Times commented

"The 'cost' of the economy practiced by Congress on the State Department's Information and Cultural Program has now been partially spelled out by Assistant Secretary William Benton. That part of the program dealing with Russia is to be continued - the magazine 'Amerika' and the broadcasts. Elsewhere sharp cutbacks have had to be made. There undoubtedly will be more. There is no way to make a $12,000,000 budget cover a $31,000,000 program.

"It is hoped that the various Congressional committees that will be touring foreign countries between sessions will take the trouble to inquire into the situation. We believe they will gain a new appreciation of the importance of the program that has been carried on.

"The State Department Information and Cultural Program was a medium for explaining U. S. policies as well to the people of the world. That was the voice that Congress muted, the one that spoke to the people."

The Washington Post hammers away with:

"By adroit reprogramming the State Department fortunately is able to minimize the damage to the Voice of America caused by Congressional penury. * * * *

"It thus is possible that the 40 per cent slash in broadcast scope may not be quite so crippling as had been anticipated. Providing that quality can be maintained, it is even possible that the economy may cut out some dead wood. But let no one think that other portions of the foreign information and education program, of equal importance with the Voice of America in presenting a balanced picture of this country, have escaped so easily. The over-all operation has been cut approximately 45 per cent.* * * * * Finally, funds for the work of overseas cultural and information officers, so essential to implement other phases of the program, have been cut a whopping 60 per cent. There is a chance to redeem the damage through the Congressional investigations voted separately by the Senate and House."

In the meantime it was reported from Moscow that the second midnight "Voice of America" broadcast was heard "fairly clearly" in Russia. Although the musical portion was distorted by interference, the dispatch said, the news was clearly audible.

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Radiotelephone service between Shanghai, Nanking, and all cities in the United States is now available for public use, according to the American Consulate General at Shanghai.

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RAILROADS MAY NEED 100,000 RADIO TRANSMITTERS; MANY USES

Railroad spokesmen have estimated that within the next 10 years railroads may require 75,000 to 100,000 radio transmitters, according to the Federal Communications Commission. This is based upon the fact there are some 46,000 locomotives and cabooses alone, not to mention need for land stations, utility vehicle equipment, and portable apparatus.

For the first time in American railroad history, starting August 15, it will be possible for the general public to telephone to and from moving trains, the FCC advises. This is provided for in tariffs filed with the Federal Communications Commission by various Bell telephone companies to cover experimental service of this nature on several crack trains of the Pennsylvania and Baltimore & Ohio railroads operating between New York and Washington. It is part of the Bell system's participation in the program to bring the telephone network within reach of persons on trains, automobiles, airplanes and boats.

Another pioneer undertaking is the application of the Chesapeake & Ohio Railway Co. for authority to construct and operate a system which would offer induction public telephone service with certain of its passenger trains enroute between Orange, Va., and Cincinnati, Ohio. This is the first application of its kind. The estimated cost is $358,900. The railroad is of the opinion that "although direct telephone revenues may not result in an immediate profit to the applicant, the overall benefits of the project will result in increased revenues from applicant's transportation business, and will, therefore, be economically justified".

Already there is an established radio service for use by railroad personnel exclusively. Known as the "Railroad Radio Service", it covers utilization of radio as an aid to train operation and yard and terminal traffic control. About 100 authorizations in this category contribute to the safety and efficiency of rail operations. This figure represents some 75 land stations and 700 mobile units, since a single grant may cover from one to a hundred radio installations on engines and cars.

Sixty frequencies between 158.37 and 161.91 megacycles are allocated for this type of railroad radio use. Fifty-four of these channels can be employed for yard and terminal traffic control, since that is the most popular application at this time. Direct radio links between the dispatcher's office and switch engines speed the movement of rolling stock and tend to reduce cost of handling. This kind of operation requires relatively little change in established practices other than the introduction of radio equipment.

Radio systems along the right-of-way are more expensive to install and maintain, and their use must be coordinated with the manual or automatic block signal systems existing on slightly more than half of the main trackage of the nation. However, it is this

latter type of radio service which, because of the increased element of safety, is believed due to become the most important adaptation of radio by the railroad industry. Accordingly, this class of stationis given priority in frequency assignments by the Commission on the 60 channels, a policy which has the indorsement of the Association of American Railroads.

Tests on one western railroad demonstrated the advantage of the radiotelephone for communication between locomotives out of sight of each other on the opposite ends of a long train proceeding around mountain curves. It made it possible to start and stop the train smoothly although the engines were half a mile apart. Also, when a mishap occurs in an isolated spot, far removed from wire line facilities, the radio-equipped train can warn approaching trains and, at the same time, summon aid. With radio, one train can flash word to a passing train that the latter has a hot box, etc. Or, by the same means, an engineer and a conductor separated on a mile-long freight train are in instant contact with each other.

The Chicago, Burlington & Quincy Railroad, for example, is employing radio for end-to-end communication on long freight trains. It is said to save from three to four hours in operating between Chicago and Denver. There is a high proportion of radio use by other lines in yard and terminal areas. Data of the Association of American Railroads indicate that yard radio communication systems may save from 4 to 12 percent of the total annual operating cost of the yard. Some of these radio installations have paid for themselves during the first year of operation.

Microwave experimentation has potential application to railroad as well as other fields. The Chicago, Rock Island and Pacific Railroad has done some experimental work looking toward possible replacement of its wire telegraph lines with microwave relay linkes.

Some railroads are using a portable apparatus known as the "carry-phone" for transmitting and receiving messages through the track, a modernization of the inductive telephone system. It provides short-distance communication with engines, freight car crews, and control towers.

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HUGHES HEARINGS GIVE RECORDED BROADCASTS THEIR BIG CHANCE

Wire recordings of verbatim testimony of the hearings of the Senate War Investigating Sub-Committee delving into airplane activities of Howard Hughes were broadcast by Stations WMAL (ABC), WOL (MBS) and WTOP (CBS) in Washington. A climax of these proceedings was last Tuesday (August 5) when Elliott Roosevelt was on the stand five hours. The wire recorders, of course, didn't miss a thing and the highlights were later rebroadcast by the stations and the networks.

A request was made of the Senate Committee for a "live" television broadcast but this was turned down. The Committee was willing that moving picture films taken at the hearing be televised but would not consent to a "live" version.

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NILES TRAMMELL REORGANIZES NBC STAFF; JUDGE ASHBY RETIRES

In a sweeping realignment of the National Broadcasting Company executive organization, Niles Trammell, President, last week promoted the following:

Harry C. Kopf, Ken R. Dyke, John H. MacDonald named Administrative Vice-Presidents; I. E. Showerman new Vice-President; George H. Frey and James M. Gaines.

At the same time Mr. Trammell announced the retirement of A. L. Ashby, the NBC Vice-President and General Counsel. Judge Ashby, however, will continue to act as an advisor to the company on legal matters.

A native of Wisconsin and former professor of law and finance at the University of Pittsburgh, Mr. Ashby has served as Vice-President and General Counsel of NBC since 1929. Before that he was Assistant General Counsel of Westinghouse Electric & Mfg. Co. Judge Ashby is the author of numerous brochures, one of them being "Legal Aspects of Radio Broadcasting".

Henry Ladner has been designated as Acting General Counsel of NBC.

Mr. Kopf, formerly Vice-President in Charge of Sales, was appointed Administrative Vice-President in Charge of Network Sales, National Spot Saes, Owned and Operated Stations and Station Relations. George H. Frey was named Director of Network Sales.

Mr. Dyck was appointed program head of the NBC. He succeeds Clarence L. Menser, who recently figured in a disagreement with Fred Allen on the subject of radio vice-presidents and network censorship.

John H. MacDonald, formerly Vice-President in charge of Finance, was appointed Administrative Vice-President also. I. E. Showerman, formerly Manager of the Central Division, was elected Vice-President in Charge of the Central Division.

Mr. Gaines was named Director of Owned and Operated Stations and will continue as Manager of Station WNBC.

Commenting on the realignment of the company's executive staff, President Trammell stated, "Our objective in reorganizing the administration of the company's activities is to further improve our operating efficiency. The many pressing problems in this

post-war era, together with our expansion into the field of television, have placed additional responsibilities upon our executives. We expect that the Administrative Vice-Presidents will assume responsibility for the company's day-to-day operations, thereby enabling the Executive Vice President, Mr. Frank E. Mullen, and myself to devote more of our time to over-all management affairs and the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

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FCC AUTHORIZES OVERSEAS RADIO, CABLE RATE INCREASE

Something like $5,800,000 will be added to the annual revenue of United States international cable and radiotelegraph services as a result of a general increase in rates authorized last week by the Federal Communications Commission.

This action climaxed a Commission investigation, instituted last March, in which the carriers stressed the need for additional income to meet a decline in net earnings.

The authorization permits rates on messages from the continental United States to Central and South America to be increased from 20 to 22 cents per full rate word; to Europe (including the United Kingdom, Eire, Turkey and the USSR), from 20 to 25 cents; to trans-Pacific points (except Hawaii), from 20 to 30 cents; and to Oahu, T.H., and Cuba, from 12 and 15-20 cents, respectively, to 20 cents. Increases are also authorized in rates from various United States territories and possessions. However, no increases are authorized to points to which a full rate of30 cents per word now applies.

The carriers involved include RCA Communications, Inc.; All America Cables and Radio, Inc.; Mackay Radio and Telegraph Co.; The Commercial Cable Co.; Commercial Pacific Cable Co.; The Western Union Telegraph Co.; Press Wireless, Inc.; Tropical Radio Telegraph Co.; and Globe Wireless, Ltd.

On the basis of the hearings in this proceeding, the Commission is "thoroughly satisfied with respect to the urgent need of some of the United States carriers for additional revenues" and, further, that "substantial rate relief can be immediately afforded which will serve to alleviate the urgency of the situation but which would still be within the limits of reasonableness". However, the Commission "intends to maintain a close watch on the operating results of the respondent carriers after these rate increases have become effective, in order to be in a position to take promptly any further action that may be appropriate."

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DREW PEARSON'S BROTHER PINCH-HITS AND SWATS THE BALL

Quite a little favorable comment has been heard in Washington regarding Leon M. Pearson who is pinch-hitting Sunday nights over ABC for his brother Drew Pearson now on vacation. Leon, also a radio commentator, speaks briskly (however not as brisk as Drew or Walter Winchell), is brief and direct. At times he reminds the listener of his brother, then again he doesn't.

Instead of copying the well known feature "Prediction of Things to Come", Leon Pearson substitutes views of well known men on some topic of current interest. On his broadcast last Sunday night one was the Howard Hughes-Senate War Expenditure Investigation. Those quoted by Mr. Pearson were Senators Ferguson (R), of Michigan, Brewster (R), of Maine, and Pepper (D), of Florida. An effort was made to give all angles in a brief space of time and in this Mr. Pearson proved very successful.

The Pearson brothers were born in Evanston, Illinois; Drew in 1897 and Leon in 1899. Leon graduated with an AB at Swarthmore College in 1920 and an A.M. at Harvard in 1922. He was previously associated with Drew Pearson and Robert S. Allen and is the author of several plays.

Leon Pearson at present is on leave as head of the International News Service Bureau in Paris.

Drew Pearson was mentioned this week as being interested in purchasing Station WQQW, Washington's "Blue Book" station reportedly for sale. WQQW, according to one news source is $180,000 in the red and the purchase figure mentioned in connection with Mr. Pearson is $110,000.

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ALMOST MAKES YOU SEE THE FM STATIONS GROWING

At the outbreak of war there were 44 FM stations on the air and an additional four authorized by the Federal Communications Commission, making a total of 48, J. N. (Bill) Bailey, Executive Director of the FM Association told the Dealers Group of the Gas and Electric Association of New York recently. On October 23, 1946 - a little less than eight months ago - there were 66 FM Stations in operation.

"There are now 232 FM stations in operation", Mr. Bailey continued. "That's an increase of more than 250 percent in less than eight months. In addition, the Commission has authorized for construction within eight months after such authorization, 659 other stations. Pending before the FCC are 170 applications, making a total of 1,061 potential FM stations within a year."

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ARMY AIR FORCES TO USE FACSIMILE FOR MOST EVERYTHING

The U. S. Army Air Forces are planning to use facsimile equipment, a form of visual message presentation quite similar to television, so that aircraft in flight can receive weather maps, pictures, enemy troop locations, and printed types of information, according to Brig. General F. L. Ankenbrandt of Washington, D. C., Chief Air Communications officer of the AAF. He spoke in Schenectady on the General Electric Science Forum.

"The Air Forces have as an objective the development of a light-weight, rugged facsimile equipment which will provide high operating speeds", General Ankerbrandt pointed out in the broadcast over WGY and WGFM. He said that other forms of automatic and visual message transmission systems under development are teletype, and symbol and light signal displays.

"We are developing a great many devices which show promise of minimizing the effects of noise on our aircraft communication systems", the speaker continued. "We have found most types of atmospheric noise to be practically non-existent in the ultra-high frequency or micro-wave region of the radio frequency spectrum. We are, therefore placing an important portion of our future aircraft communication systems in this so-called microwave region."

"We are doing everything possible to make our communication equipments and systems more reliable", General Ankenbrandt declared. "This is especially important when we consider the requirements in connection with the aircraft of the future which we expect to travle at velocities exceeding that of sound. As aircraft speeds increase, it is obvious that less time is available for communications. For example, every word spoken into the microphone of the aircraft transmitter should be instantly understood at the other end of the system - there's no time for repeats. It follows, also, that every communication intended for the aircraft must be reliably received immediately upon transmission."

Future airborne equipments will be designed for fully automatic operation, according to General Ankenbrandt. "By automatic operation", he explained, "I mean that if the pilot of the aircraft wishes to talk to agiven station 'A', for example, he simply turns a selector switch to a position marked 'Station A'. The complete tuning and adjustment of the radio receiving and transmitting equipment to the frequency of Station 'A' are done automatically without any further work on the part of the pilot."

The general problem of airborne equipment design is complicated by the fact that it must operate under a very wide variety of climatic conditions", he continued. "The equipment must provide reliable operation both in the polar regions and at the Equator. It must not falter whether the climate is very dry or very humid. Also, it must provide continuous communications whether the aircraft is flying at an altitude of 50,000 feet, where the atmosphere is very rare, or near the surface of the earth where it is much denser."

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AMATEUR RADIO FREQUENCY BANDS; TYPES OF EMISSION, DEFINED

The adoption of its Order 130-P, cancelling and replacing previous orders of the 130 series, which specified the frequencies and types of emission available for operation of amateur radio stations was announced Monday by the Federal Communications Commission. This order includes the authorization for use of the band 5650-5925 Mc., which the Commission recently allocated to replace the amateur band 5650-5850 Mc. The allocation of the wider band contained a qualification to the effect that amateur operations between 5775 and 5925 Mc are subject to such interference as may result from the operation of industrial, scientific and medical devices assigned to the frequency 5850 Mc.

The Order also authorizes the use of narrow band frequency modulation for radiotelephony in the bands 3850-3900 kc. and 14,200-14,250 kc. by Class A amateur radio operators at stations licensed to the holders of Class A amateur radio operator licenses. In addition the holder of any class of amateur radio operator license is authorized to use narrow band FM radiotelephony at any licensed amateur radio station on frequencies from 28.5 to 29.0 megacycles and from 51 to 52.5 megacycles.

This authorization is on an experimental basis until further order of the Commission, but in no event beyond August 1, 1948. The purpose is to determine whether or not it is practical for narrow band frequency modulation and the conventional amplitude modulation (AM) to operate within the same portions of the amateur phone bands, particularly in the lower two heavily-occupied phone bands. In addition, it is desired to determine under practical operating conditions, the advantages and disadvantages of NBFM as compared to conventional AM. Experience has already shown that in many cases where amplitude modulated amateur signals caused interference to broadcast reception, such interference was completely eliminated when the involved amateur station changed over to narrow band frequency modulation.

The Commission stresses the fact that this authorization is on a temporary experimental basis, subject to cancellation at any time, if after a reasonable trial period, experience shows that NBFM is not desirable in portions of the amateur phone bands also occupied by amplitude modulated amateur signals.

At the expiration date of this order, the specified frequencies revert to the status indicated in paragraph A of the Order, unless, as aresult of the experimental program, the determination is made that a permanent change with respect to the use of NBFM should be made in the amateur bands. In arriving at this determination, the amateurs will be accorded full opportunity to express their desires.

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INDUSTRY SERVICE LABORATORY AIMS TO ASSIST MANUFACTURERS

A new booklet "RCA Service to the Radio Industry" traces the history of the RCA Industry Service Laboratory and its increasing value to radio manufacturers as well as the general public.

The functions of the Laboratory from the time of its foundation in 1930 have included the following main points of endeavor:

1. To serve as aclearing house for radio technical information.
2. To act as a consultation and counseling service on development, design and production.
3. To function as atesting agency for radio tubes and electronic equipment.
4. To develop new and technical concepts for rapid application.
5. To make available to the radio industry advanced information on RCA work in developing new techniques and improvements.

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BRITAIN PLANS TO EXPAND TELEVISION RECEPTION AREA

England is making strides to increase the area for the reception of television, according to the American Embassy in London.

The use of coaxial cable is costly construction, and "beam" television by the use of "reflector" stations is England's answer for the expansion of the scope of television reception.

The first installation of this type will be between London and Birmingham, a distance of 112 miles. The effective range of a 17-kilowatt vision transmitter, such as that installed at Alexandra Palace in London, is approximately 35 miles. Four such reflector stations will be required according to technicians - spacing them about 20 miles apart. The locations of these repeater points, although selected, have not yet been announced.

Each station will be a 20-foot-square building of stone, topped with an 80-foot radio mast. The repeater stations will have no staff, technical or otherwise, and will have only a fence to separate them from the outside world. The station will automatically send out its own warning signal in the event a break-down threatens.

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EXPERIMENTAL RADAR REFLECTORS FOR BUOYS PROVE SUCCESSFUL

The Coast Guard has developed and successfully demonstrated an experimental device to improve the usefulness of buoys and channel markers as aids to navigation for the rapidly growing number of vessels now using radar equipment. The new device, termed a "radar reflector", increases the strength of the radar echo from the ordinary buoy structure and thus makes it detectable at greater distance and through worse conditions of interference, such as that from rough, choppy seas, known as "sea-clutter" when viewed on a radar screen.

The action of the device is similar to that of a good mirror, properly pointed to reflect light flashes back to the observer and can be compared, in this respect, to the familiar reflectors used on automobile highway signs and markers to make them show up better when illuminated by automobile headlights. Only in this case, of course, the felection is the radar beam sent out from the ship, returned by the reflector and made visible to the navigator on the viewing screen of his radar equipment.

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GEN. CHENNAULT'S CENSORED ADDRESS SOUGHT FOR U.S. RADIO

Maj. Gen. Claire L. Chennault, wartime Flying Tigers commander whose Air Force Day recorded address was banned from broadcast over the United States Army station in China, said in Shanghai Tuesday, according to an A.P. dispatch, that former Governor James A. Noe of Louisiana had requested the recording for rebroadcast in the United States.

General Chennault said Governor Noe informed him the talk would be carried over Governor Noe's stations WNOE at New Orleans and KNOE at Monroe, La.; by KNET in Texas, and "possibly a few other stations".

He informed Governor Noe he understood his original record had been destroyed, but that he was ready to make another and airmail it to Louisiana.

Maj. Gen. John P. Lucas, commanding the United States military advisory group in China, refused to permit the armed forces radio station in Nanking to broadcast Chennault's address, which termed "penny wise and pound foolish conservatism of politicians" one of the greatest hazards to the development of American air power. General Lucas held the talk was improper for an official Army station.

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SCISSORS AND PASTE

Another View of "The Hucksters"
("Life")

As a cynically exaggerated study of big business and big advertising the new moving picture "The Hucksters" has agood bit of ginger to it. A few radio commercials which figure in the script should make ad men cringe. * * * *

With the release of M-G-M's movie, the ad game will probably receive the same sort of national attention which The Grapes of Wrath won for Okies seven years ago. According to The Hucksters, bigtime advertising is entirely carried on by megalo- and dipsomaniacs in the high-rental areas of New York and Hollywood, two points separated by three nights in a Pullman car and 100 million consumers.

* * * * * * * * *

The traditional adornments of this way of life are $35,000 salaries, Lincoln convertibles, gin rummy for astonishing stakes, fancy women and country houses which the owner is always too busy to visit.

Confronted by this picture of their industry hucksters themselves are inclined to be wistful rather than amazed. Said one, looking fondly at Deborah Kerr, "Foot, Cone and Belding was never like this."

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Radio-Cow Senator Plays Joke On Taft.
("Washington Post")

Senator Glen Taylor (D), of Idaho, former "radio cowboy", when Senator Taft (R), Majority steersman was working feverishly just before the Senate adjourned last week sent for a huge pile of books and papers, which he placed on his desk, along with a lectern.

To those not in on his scheme, it was obvious that he was preparing for a filibuster that might hold the Senate in session for days.

However, Taylor had sent anote to the press gallery saying:

"I don't intend to speak, but watch me drive Taft to distraction (senatorial term for 'nuts') - Glen Taylor."

When the Ohio Republican leader spotted Taylor's desk, he hastened to the Idahoan and apparently pleaded with him not to undertake a speech. Taylor glared, angrily shook his head and continued shuffling his papers as if waiting for an opportunity to get the floor and launch his filibuster.

In the press gallery it was assumed that Taft then appealed to Democratic Leader Alben W. Barkley (Ky.) to intercede with Taylor, for soon Leslie Biffle,(personal friend of President Truman,) and Staff Director of the Minority Policy Committee, was seen to approach Taylor and converse earnestly with him.

The Idahoan repeated the show he had staged when Taft approached him, shaking his head and giving every evidence of a determination to talk at great length whenever he could obtain the floor.

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RCA Exhibition Hall In New York Draws Large Crowds
("Radio Age", July 1947)

The RCA Exhibition Hall, latest addition to New York's showplaces for citizens and out-of-town visitors, opened its doors May 14 to the first group of spectators who, since that day, have continued to throng the exhibits from morning to late evening. Before the lights were put out on the opening day, more than 5,000 guests had inspected the various animated displays which portray the widespread worldwide activities of the Radio Corporation of America.

Behind the Hall's 200-foot window front at 36 W. 49th St. in Radio City, is displayed the wonders of modern electronics - radio, television, radar, global communications, electronic equipment and home instruments - an exposition combining the gadgetry of The World of Tomorrow with the pageantry of Hollywood.

The entire main floor of the Exhibition Hall, from its 30-foot high laminated ceiling to its carpeted floor, is visible from the street. In its high windows can be seen giant models of RCA tubes containing miniatures of radio and television receivers, sewing machines, and other electronic equipment.

At the left end of the main floor, a 12-foot high plexiglass map of the U.S., shows in bright lights the radio network of the National Broadcasting Company. By flicking buttons on an accompanying keyboard, the affiliated stations light up separately, while another push-button brings in on a loudspeaker the network program being broadcast at the moment.

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Joske's Radio Test Brings Newspaper Comeback
("Editor and Publisher")

Joske's department store in San Antonio has conducted a unique experiment in the use of radio advertising by a retail store, the results of which will be used widely in radio's attempt to crash the retail field. Joske's test was well conducted under controlled conditions and the store's analysis of the results are restrained. There is no claim that radio was solely responsible for this or that increase in sales. It is stated only that "radio contributed directly" to these sales results.

Unfortunately, these figures will be bandied about by radio salesmen all over the country and it will be claimed that radio did this or that - "look what it did for Joske's".

What must be remembered by retailers and salesmen for all media is that radio was not used alone in this experiment. Newspaper advertising was continued for the test departments and the newspaper space was used lavishly to plug the store's radio programs in addition to selling merchandise.

In addition, it is wise to remember that the test departments were plugged for 12 weeks on four daily radio programs and a Sunday night news program adding up to a total of 282 commercials.

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TRADE NOTES

Some 600 applicants for radio engineer jobs in the Federal Communications Commission were examined this week.

Sailing on the QUEEN ELIZABETH last week, Senator Henry Cabot Lodge, Jr., Republican from Massachusetts, a member of the Committee to investigate the "Voice of America" in Europe, made it known that he was traveling at his own expense.

Richard W. Hubbell and Associates, Television Consultants of New York, Washington and Cincinnati, have formed a working agreement with Anderson and Merryman, Radio Consultants, with headquarters in New Orleans.

Philip Merryman was formerly Manager of Planning and Development of the National Broadcasting Company and amember of the NBC New York executive staff, resigned from NBC several months ago to form a partnership with H. V. Anderson, consulting radio engineer of New Orleans and former radar expert of the U. S. Navy.

Senator Owen Brewster (R), of Maine, Chairman of the Senate War Investigating Committee, and a member of the Interstate Commerce (Radio) Committee, faces a battery of newspapermen on WOR-Mutual's "Meet the Press", Friday, August 8, from 10 to 10:30 P.M.EDT Senator Brewster currently is making headlines in the special subcommittee probing the $40,000,000 cargo plane contract awarded Howard Hughes and Henry J. Kaiser.

The nationUs magazines and periodicals reached a new record in unit and dollar sales in 1946, a summary by the Magazine Advertising Bureau disclosed Monday. For 549 general and farm magazines, an average circulation was attained of 209,000,000 copies per issue. Total sales for the year were 325,000,000,000 copies and gross circulation revenues were $418,000,000, the bureau said. The average family in the United States spent nearly $11 on magazines during the year, reading an average of eighty-five copies or seven copies a month.

According to Drew Pearson, Senator Glen Taylor, "radio cowboy", "who admits it is a publicity stunt," will ride from coast-to-coast horseback this Summer making speeches enroute. Mr. Pearson says Senator Taylor is worried over the threat of war and wants to dramatize the problem of peace.

Arthur Godfrey, who ad-libs, says he once got a letter from a fan, who said: "I know your program is strictly ad-lib but don't make so much noise rattling them at the microphone." - From Earl Wilson's book "Pike's Peak or Bust".



"A Challenge to Radio: "The Medium", New American Opera, Poses Problem of Projecting a Character Who Is A Mute" - CBS Press Notice.

Listen Sunday August 10 (3 P.M. EDT) and see how it is done!

Stromberg-Carlson Company - Six months: Net profit, $540,000 and billings totaled $15,668,966, R. H. Manson, President, reported. Comparisons are not available. Reduction of inventories enabled company to reduce bank debt by about $500,000, report added.

An innovation in television servicing has been introduced at United States Television Mfg. Corp. which is to train technicians in the service division to apply sales techniques in contacts with consumers. Besides installing and servicing, technicians will inform consumers as to what is being done to provide the best possible television reception for them. Thomas L. Jefferson, former Navy Lt. Commander in the Electronics Division of the Bureau of Ships has just been appointed Chief of the Installation and Maintenance Division.

Commercial Television Corporation, New York, rents television receivers to restaurants, bars and other places. This may be done on a more or less permanent basis or serve as atryout for a prospective purchaser who takes this way to see how much attraction television has for customers.

The average cost of a large screen television set is in the $2,000 bracket and anyone renting a set may be credited with a portion of the rental if he decides to buy.

A survey of the comparative popularity of the frequency modulation stations in the metropolitan area has been made by Pulse, Inc., Jack Gould reports in the New York Times. Findings of the survey indicate that approximately 3 per cent of the radio families in Greater New York had FM receivers, which would indicate that somewhere between 50,000 and 80,000 homes are equipped to receive the high-fidelity form of radio transmission.

A Glen Rock, N.J. couple celebrated their forty-first wedding anniversary last week by winning $7,440 on the American Broadcasting Company's "Break the Bank" quiz program. It was said to be the greatest cash prize ever given on such a program.

The winners, Mr. and Mrs. Albert M. Fowler, both school teachers, answered without faltering the eight questions that Master of Ceremonies Bert Parks posed on people noted for accomplishments achieved after they became 75 years old.

Asked what they planned to do with the money, Mrs. Fowler replied: "We have a small home that needs repairs and we're going to help this sick home as well as some sick people."

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1787

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

August 13, 1947

VERBATIM BROADCASTS MAY MAKE DISK JOCKEYS OF COMMENTATORS

The success of the broadcasting of the wire recorded testimony of some of the most exciting moments of the Hughes-Brewster-Roosevelt Senate rumpus by the four network stations in Washington - WRC (NBC), WTOP (CBS), WMAL (ABC) and WOL (MBS) - foreshadows many commentators becoming mere disk jockeys. If a listener can actually hear a sharp exchange between witnesses such as the clash between Howard Hughes and Senator Brewster as to who was telling the truth, or the face to face veracity encounter between Johnny Meyer, the Hughes ambassador of the expense account, and Elliott Roosevelt, there is little a commentator can add.

For instance, WTOP-CBS reports that it used thirteen miles of tape during the hearings - more than 30 hours of recorded testimony - boiled down to four and a half hours which was broadcast at intervals during the week. Phone calls to WTOP jumped as much as 800 percent in one day as aresult of the programs.

Thus the listener heard not only what was said but the tone of voice in which it was said which was about all the commentator could do who had been present at the hearing. So, except seeing the witnesses (which will come with television), the listener was in a position to draw his own conclusions instead of having to depend upon a commentator. In which case the commentator in many instances will be reduced more or less to a disk jockey role of telling whose voices the listener is hearing, etc.

Also the recorded broadcasts perform a public service in placing a listener in intimate contact with a national event such as the Howard Hughes Senate investigation and at a convenient hour in the evening when the listener can give his full time and attention to the subject. There is no question after listening to the verbatim recorded broadcasts but that the listener actually feels as if he had been there himself.

Unquestionably the Hughes-Brewster Senate War Investigating hearings have given recorded verbatim testimony broadcasts their big chance.

There is no doubt but what the broadcasts right from the ringside have whetted the appetite of the listening public for more of this. Thus it is believed the day is not far off when recorded broadcasts will form a large part of news commentaries.

Although for years there has been talk of broadcasting the proceedings of Congress, it was only last March, after quite a squabble, that NBC microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting. It was a session from the Caucus Room of the House Office Building in Washington, where the House Foreign Affairs Committee was questioning Under Secretary of State Dean Acheson on President Truman's

proposed appropriation for aid to Greece. The pickup was reported as of good broadcast quality, despite the fact that the remarks of Under Secretary Acheson, Representative Charles Eaton (R), Chairman of the House Foreign Affairs Committee and others were picked up by a microphone from a public address speaker. Previously recorded portions of the Committee hearings had been broadcast but this was the first live pick-up. For the first time in history those who happened to be listening heard a live radio broadcast of the proceedings of a Congressional Committee.

Oddly enough though Congressional Committees have been pressed time and again to allow recorded broadcasts and Senators and Representatives have considered formal resolutions which would permit this to be done, the initial permission came with no advance publicity and simply by verbal authorization. It is believed by many that Congress may yield sooner or later just as easily as that and the time is near at hand when broadcasts of highlights of general sessions of Congress will be commonplace.

Senator Arthur H. Vandenberg (R), of Michigan, was a pioneer in using a live recorded broadcast when he dubbed the voice of President Roosevelt into a speech he was making in the campaign of 1936. He used some 1932 recordings of President Roosevelt's pre-campaign promises and then asked why Mr. Roosevelt had not made them good. Senator Vandenberg was delivering a country-wide broadcast and the networks in their excitement upon learning the nature of the unrehearsed program, immediately cut the Senator off. The ground for this action was theoretically that the chains allowed no recordings to be broadcast. The real reason, however, was the panic over the political dynamite such a broadcast might contain. The nets quickly woke up to the fact that cutting off as big a man as Vandenberg might kick up as big a rumpus as allowing him to be heard and some of the chains resumed. WGN was said to have been the only station that broadcast the entire address.

The funny part of it was though it was announced at the beginning that President Roosevelt's voice was a transcription and that Senator Vandenberg was speaking in person, some individuals got the impression that it was a joint debate between Senator Vandenberg and President Roosevelt with, of course, the latter getting much the worst of it.

Oddly enough the Democrats used Roosevelt's voice and somewhat the same technique in the campaign of 1946. One of the Democratic National Committee recordings dealt with the meat shortage. Professional actors, hired in New York, discussed the matter. One of them said, in effect, "Here's what President Roosevelt had to say about it." Roosevelt's voice, taken from an earlier recording, then came in, explaining the necessity for fighting inflation. Then President Truman's voice was brought in to explain the latest action in the meat controversy.

Another platter dealt with war veterans. A third dramatization, built around "a man who remembers", looked backward to the Harding, Coolidge and Hoover administrations. In both, the voices of Roosevelt and Truman were dubbed in.

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BROADCASTERS MUSIC COMMITTEE REPORTS PROGRESS WITH ASCAP

Progress in its discussions with ASCAP concerning renewal of broadcasting industry licenses was reported by the National Association of Broadcasters' Music Advisory Committee last week, after a meeting in New York City with ASCAP, President Deems Taylor and a special committee appointed by the music licensing organization's Board of Directors.

Theodore Streibert, WOR, Chairman of the NAB Committee, said after the meeting that tentative plans had been made to meet again in about one month.

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GENERAL MOBILE RADIOTELEPHONE HEARING POSTPONED TO OCT. 27

The Federal Communications Commission has postponed the General Mobile hearing now set for September 8th to October 27th, and extended date for filing appearances and written statements to October 1st.

This Order relieves the licensees of taxicab radio dispatching systems and other general mobile experimental radiotelephone systems of the requirement that they apply for renewal of their experimental licenses this year as they would otherwise be required to do prior to September 1st.

The Commission, however, requests that the experimental reports which normally accompany each application for renewal of experimental license be submitted prior to September 1, 1947, or, in lieu thereof, that F.C.C. Questionnaire 7560 be filled out and returned to the Commission by the same date.

It is contemplated that the October 27th hearing will result in the establishment of a regular service for which many licensees of experimental general mobile systems will be eligible. In this event it will be necessary for eligible experimental licensees to apply for authority to operate in such a service, and the extension will serve to avoid a duplication of work involved in the submission and processing of applications for renewals as well as new licenses.

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FCC WARNS STATIONS RE AD CONTRACTS RESPONSIBILITIES

The Federal Communications Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency; the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station. Upon investigation, it appeared that none of the above-mentioned contracts had been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission's consent therefor.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 310(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted", or the transfer of control of alicensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of the station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another. Thus, in Bellingham Broadcasting Company case, it was pointed out that "*** the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate his ultimate responsibility for such to others." In numerous subsequent cases, the Commission has re-emephasized this principle.

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities.

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WEISS GOES AFTER PETRILLO PERSONALLY - RARELY DONE IN RADIO

You can count the people in the radio industry on your left hand who have had the courage to publicly tell James C. Petrillo, President of the American Federation of Musicians, where they think he should get off. One of these was Ralph Atlass, who called the turn on the little music dictator in Chicago, and another Stanley Hubbard of KSTP in Minneapolis.

A third last week was Lewis Allen Weiss of Los Angeles, newly elected Chairman of the Mutual Broadcasting System and the first national network head to be chosen from the Pacific Coast. Mr. Weiss, who is a veteran broadcaster, President and General Manager of Mutual's affiliated Don Lee network of 43 Pacific coast stations, told the House Labor subcommittee now continuing the Washington Congressional investigation by probing into the Hollywood music situation, that the AFM "conducts itself differently from any other union with which we have to deal because of the domination of one man - James C. Petrillo, union president." Mr. Weiss said the AFM under Petrillo was a "despotic" union which had engaged in a "racket" and among other activities had effectively stymied the growth of FM and television.

Mr. Weiss declared the music union had repeatedly and "ruthlessly" broken its contracts. That, he said, came in suddenly cutting off the network broadcasts of dance bands in amusement places simply because in some individual locality the union had a dispute with the local network station. This was a device, Mr. Weiss said, to make the network impose a "secondary boycott" on the member station until it acceded to union demands.

The main issue between the union and the network at the moment, he said, was Mr. Petrillo's insistence on imposing a large surcharge when the Western network, because of the four-hour time differential with the East, could not broadcast a program at the same hour as Eastern stations and recorded it for later transmissions.

In the case of one program alone, he said, this surcharge amounted to $12,000, although no additional services were rendered, there was no question of the program's being broadcast twice in the same area, and the musicians had already been paid on the basis of full coverage of the country.

Mr. Weiss assailed the union's ruling that a metropolitan station should expend an amount equal to five and one-half per cent of its net income on musicians; the "racket" by which the union demanded the employment of "stand-by" musicians when non-union members played (which union officials previously testified was being abolished) and the shifting of authority "without notice" from the hands of union locals to the hands of Mr. Petrillo.

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RCA DOESN'T SEE EYE TO EYE WITH MACKAY ON BRITISH CIRCUITS

The Radio Corporation of America has filed with the Federal Communications Commission its response to the Exceptions of the Mackay Radio and Telegraph Company to the proposed report of the Commission in the case which gave RCA six out of eleven circuits to British Empire points, as against only one to Mackay (The July 23rd issue of the Heinl News Service carried a story on the Mackay Exceptions.)

The oral argument in this case, originally set for August 8th and then postponed to September 24th has been postponed another week until October 1st. It is one of the most important non-broadcast cases ever to come before the Commission, and if the proposed report of the Commission is adopted in its present form many precedents will have been established.

The RCA reply, filed by its attorneys Glen McDaniel, John W. Nields, and Howard R. Hawkins, is in the form of a 56 page printed document which is easy to read because in parallel columns on each page are the pertinent paragraphs of the Commission's proposed report, Mackay's exceptions, and RCA's reply to each exception.

Where Mackay takes exception to the Commission's award to RCA because it "operates more direct circuits, handles more telephone traffic, obtains larger revenues and realizes better net operating results than any other United States radiotelegraph carrier", RCA says "The truth of the facts stated by the Commission is not challenged by Mackay. Mackay does not deny that RCA realizes better net operating results than any other United States radiotelegraph carrier. Since the public interest consists of the best possible service at the lowest possible cost, the realization of better net operating results bears directly upon the public interest. Better net operating results are persuasive evidence that the company realizing them is able to provide more efficient service."

In regard to another exception noted by Mackay, RCA says "Mackay is merely taking exception to its own proposed finding. It would ask the Commission to adopt a finding with respect to one part of the case and insist that it cannot be adopted for another part of the case."

With respect to Mackay's exception covering antennas, RCA says, "The superior performance characteristics of the RCA antennas are set forth in the record. The performance characteristics of the Mackay antennas are not. Mackay cannot expect to obtain a favorable finding, or escape an unfavorable finding, by default."

Mackay's claim that the Commission should give it a larger share of the circuits to foster competition is answered by RCA as follows:

"Competitive considerations alone would not lead to the conclusion that additional circuit licenses should be granted to Mackay in this proceeding, in view of the following factors:

"(1) Mackay is part of American Cable and Radio Corporation which is the 'largest American owned international telegraph company'. AC&R in turn is a part of the world-wide IT&T system. The operating entities of AC&R for many years have had more traffic and more revenue than RCA. For the eight and a half years for which comparisons were included in the record, 1936 to the middle of 1943, AC&R had 65.7 per cent and RCA had 34.3 per cent of the revenues of the two companies from combined inbound and outbound traffic. The financial resources of the group are used for the benefit of Mackay.

"(2) In the past nine years the Commission has doubled the number of circuit licenses of Mackay, whereas RCA's circuit licenses have increased only 50 per cent. Between 1936 and 1943 Mackay's traffic increased 560 per cent in comparison to an increase of 186 per cent of RCA. RCA's percentage of total telegraph traffic declined from 20.6 per cent in 1936 to 19.3 per cent in 1943, while Mackay's increased from 2.7 per cent to 6.8 per cent, or two and a half times its 1936 participation.

"(3) There is no evidence that a grant of additional circuits to Mackay for reasons related to competitive considerations will improve rapid communications with countries of the world. As the Commission has heretofore noted, the Commission's duty is to determine the public interest, convenience, or necessity from the view-point of the country as a whole, uncontrolled by the private interest of particular carriers."

In reply to another of Mackay's exceptions, RCA says "It is idle to talk of an RCA 'monopoly' when AC&R for years has had more traffic and more revenues than RCA, and when international telegraph faces increasingly serious competition from air mail and radiotelephone."

With regard to Mackay objecting to the Commission giving RCA credit for greater speed in modernization, RCA says:

"By this Exception, Mackay clearly admits that RCA has made more extensive progress than has Mackay in the realization of the plans of the respective carriers for the improvement of their service. Mackay does not dispute the technical and economical soundness of RCA's modernization plan and did not in the course of the hearings. On the contrary, Mackay repeatedly protested that it had a similar program, thus admitting the technical and economical soundness of such a program. The statement that RCA plunged headlong into its program and pursuedit with accelerated speed is an admission that RCA has accomplished what Mackay has been unable to accomplish."

To Mackay's exception that the situation has changed since the hearing began, more than a year ago, RCA says "To some extent, greater or lesser, the records of all proceedings of this character before administrative tribunals are not 'current' at the time

decision is rendered. If the passage of time were a ground for re-opening the record of such proceedings, a final decision would never be reached."

Finally, RCA with regard to Mackay's entire list of exceptions, remakrs, "The premise of the Mackay Exceptions, that Mackay and RCA are 'equally qualified carriers' is the premise Mackay failed to establish in these proceedings."

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"TV HAS MEASURED UP, IS MOVING FORWARD", NICHOLAS, FARNSWORTH

"While drawing its first breath, television has been measured against radio, the stage and the motion picture. In the face of this, television has won hearty approval. It has measured up. It has shown itself fully ready for the American home. It has proved its advertising.

"Television is moving forward, inspired by public confidence."

Thus spoke E. A. Nichols, President of the Farnsworth Television and Radio Corporation addressing a national gathering of the company's distributors in Chicago.

"It is an obvious statement that the potential market for television receivers is huge. The sale of five million sets is likely in the next five years. The volume, of course, will depend to considerable extent on retail prices", Mr. Nicholas continued.

"It is only competitive horse-sense that every manufacturer will keep his television products at the lowest possible price levels. And these price levels will be well within the means of a large percentage of the American public.

"Eleven television stations are on the air with regular programs in eight cities. These cities are: New York, Washington, Philadelphia, Schenectady, Chicago, Detroit, St. Louis and Los Angeles. Represented here is a total population of 25 millions.

"Fifty-five additional station construction permits have been granted by the FCC. Fifteen of these stations expect to be operating by the end of this year. Fifty-five permits, of course, do not mean fifty-five different cities. Some of the larger cities now have, and will have, more than one or two stations.

"But this number does include 37 cities, in almost all parts of the country, not now enjoying television service. Chicago, for example, is destined to become a capital of television. Station WBKB has been pioneering here since before the war. The Chicago Tribune is now erecting a telecasting station. The National Broadcasting Company and the American Broadcasting Company have received permits to build stations in Chicago.* * *

"Stations in all the cities now pending should be operating by the end of 1948. The areas they will serve include more than 40 per cent of the nation's population.

"Television service need not be limited to the large cities. Smaller communities will have television too. Like radio, which in many ways has blazed a path for television, the new service can be made economically feasible in the smaller market areas. The networking of television programs will be helpful. That networking already is under way.

"About 6,500 miles of coaxial cable are to be operating this year. Another means of linking stations has begun with the use of microwave radio relay systems. A system of this kind is now in operation on the East Coast. It may well be the forerunner of a new kind of network facility, which will carry national programs to remote smaller stations as well as the larger ones. Very possibly, the ultimate will be a combination service by coaxial cable and radio relay."

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NEW RADIO TUBE MAY REDUCE COST OF TELEVISION

A "traveling wave" radio tube twice as powerful as any existing model was disclosed by Dr. Lester M. Field, Stanford University, Palo Alto, Calif., electrical engineering researcher.

The foot-long tube will make it possible to amplify simultaneously 250,000 telephone conversations, 300 black and white television broadcasts or 100 color telecasts.

Fields said the radical tube appears to supply the answer to one of television's major problems. It doubles the ability of earlier models to cover a wide range of frequencies and handle a huge volume of radio traffic.

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LISTENERS GET THEIR LEONS MIXED UP

An amusing incident in connection with Leon Pearson "pinch-hitting" for his brother Drew Pearson over ABC each Sunday night is that some of his fan mail is going to Leon Henderson. Mr. Henderson's secretary said letters had been receiving thanking Henderson for his Sunday evening radio show. Since he has no such program, they were puzzled to know the reason for the letters. Apparently the explanation lies in the fact that the names are so nearly alike.

Thus, however, between Drew Pearson on the one hand and Leon Henderson on the other, Leon Pearson, who is the head of the International News Service in Paris and a radio commentator in his own right, seems to have lost his identity completely.

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UP-TO-DATE FCC RADIO PRIMER GOES TO PRESS

Copy for the latest edition of what is sure to be one of the Federal Communications Commission's best sellers - "Radio - A Public Primer" - has just been sent to the Government Printing Office.

The revised edition does not carry the name of the author but of course, as always, it is George O. Gillingham, head of the Press Section of the Federal Communications Commission, who in his anonymity has probably been read by more radio listeners than anybody on earth.

"Radio - A Public Primer" is primarily to answer questions of the lay man. Broadcasters also will find this revised edition helpful as they are the target for about the same queries as the Communications Commission.

The following FCC publications may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D.C., at the prices indicated:

Title	Price
"An ABC of the FCC"	5¢
Communications Act of 1934, with amendments	15
Annual Report of the FCC for fiscal 1946	20
Report, "Public Service Responsibility of Broadcast Licensees" (Blue Book)	25
Statistics of the Communications Industry for 1944	40
Part I of the Commission's Rules and Regulation Relating to Organization and Practice and Procedure	30

Printed copies of "Radio - A Public Primer" will be available at the GPO around October 1 and probably for approximately 10¢ a copy.

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COMMANDER KOEPF IS NEW FORT INDUSTRY DETROIT TV MANAGER

Commander John Koepf, formerly in charge of the Washington Office of The Fort Industry Company, has been transferred to their Detroit headquarters as Television Manager. Commander Koepf before entering the Navy was associated with Proctor and Gamble and Station WLW in Cincinnati.

Fort Industry is now constructing a television station in Detroit, in connection with Fort Industry's recently acquired WJBK, Detroit, the home of Commander George B. Storer, President of the company. The Detroit television station will have a 500 foot antenna tower which is expected to become a landmark in that part of the city.

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STATIONS DEVOTE 34% OF TIME TO SUSTAINING PROGRAMS, NAB FINDS

Member stations of the National Association of Broadcasters spend one-third of their time on the air presenting "sustaining" programs, according to an extensive analysis just completed by the NAB Research Department.

These programs, which are not supported directly by advertisers, constitute 34% of the program fare broadcast by NAB members. The remaining time is devoted to sponsored programs.

For purposes of this survey, a "sustaining program" was defined as: "Any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

This study was the first of a series of such surveys which will be made by the NAB. It was based on station logs for the week of November 21-27, 1946. Already the NAB Research Department has begun a similar analysis of logs for a week in February of 1947. It is expected that these studies will be continued regularly on a semi-annual schedule.

A scientifically selected sample of station program records was used as the basis for the study just completed. This sample was limited to commercial AM stations in continental United States which were actually on the air and were NAB members on November 1, 1946. The stations had no advance knowledge that their records would be requested.

"The selection of the sample", NAB Research Director Kenneth H. Baker pointed out, "was by a randomized procedure so that the results would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representativeness in the following variables: station size, city size, geographic distribution, network affiliation, and part-time--full-time operation. Of this number, 85 ret

"One-hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data."

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LES ATLASS, CBS CHICAGO VICE-PRESIDENT, IN HOSPITAL

H. Leslie Atlass, a Vice-President of the Columbia Broadcasting System and founder of Chicago Radio Station WBBM, collapsed of a heart attack Monday night on his yacht in Lake Michigan and was revived by an inhalator rushed by speedboat, according to an Associated Press dispatch. He was removed to a hospital where attendants said his condition was fair.

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NAB AND RMA CONCENTRATE ON "RADIO-IN-EVERY-ROOM" CAMPAIGN

In an exchange of letters with RMA President Max F. Balcom, NAB President Justin Miller pledged the cooperation of broadcasters in the RMA year-round "Radio-in-Every Room" campaign as well as in the joint observance of National Radio Week October 26-November 1.

"'A-Radio-in-Every-Room' and 'A-Radio-for-Every-Purpose' eventually means more listening hours by more individuals to our program offerings and, of course, those are goals toward which the members of our industry constantly strive", Mr. Miller said.

Referring to National Radio Week, the NAB president wrote: "I do want to assure you that no effort will be spared by NAB to make Radio Week in 1947 a happy and successful undertaking for both of our industries".

RMA President Balcom, in his letter to Mr. Miller, pointed out that the RMA "Radio-in-Every-Room" campaign will benefit broadcasters as well as radio manufacturers.

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FM NOT LIMITED TO 30 MILES; CAN BE EXTENDED FOR REBROADCAST

A demonstration of network broadcasting without the use of long distance telephone wire circuits, was given last week before the delegates representing 77 nations attending the International Telecommunications Conference through FM programs originating at Alpine, N. J., received by Station WOAB-FM in Atlantic City, a distance of 116 miles, and rebroadcast to the delegates in their hotel a few miles away.

It was said the demonstration, originating in Dr. E. H. Armstrong's FM station W2XEA-W2XMN at Alpine, proved that FM broadcasting in the 100-megacycle range is not limited to a 30 mile radius, but can be extended over much greater distances for rebroadcast purposes; in other words, it disproves the impression held by many that FM broadcasts cannot be sent beyond the "line of sight" without the use of long telephone wire circuits.

The program demonstrating this technique used musical selections which particularly emphasized high fidelity and noise reduction properties. It was picked up by a special receiver at a point near Atlantic City, carried by a short high-fidelity wire circuit to station WBAB-FM and rebroadcast by a 3-kilowatt transmitter employing the frequematic modulator and square loop antenna of the Federal Telephone and Radio Corporation, Clifton, N.J., affiliate of International Telephone and Telegraph Corporation.

Many of the delegates showed interest in the demonstration as a means of providing rebroadcasting without the attendant expense of long telephone lines - that is, one major high power station could be utilized for supplying programs to any number of smaller satellite stations suitably equipped with elevated antennas&sensitive receivers.

Dr. Armstrong, a well known radio inventor who has contributed much to radio art and who developed the FM system used in the demonstration, also addressed the delegates of ITC.

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SCISSORS AND PASTE

Cowles Says Must Have Greater Production To Avoid World War III
("Washington Post")

A blunt statement by Representative Charles A. Eaton, Chairman of the House Foreign Affairs Committee, adds fuel to the flames. "Let's Have a Showdown With Russia", in the American - and Eaton doesn't mean maybe. Russia has shown her imperialistic intentions, Eaton states, and must be stopped. "I think we can still block Russia with psychology", he says. "If we don't, we must defeat her by force of arms." * * * * *

This same policy is advocated in another blast at the Russians by Gardner Cowles, editor of Look in an article in the current issue of that magazine, called "Stalin Is Blocking Willkie's One World". Cowles, who is President of the Cowles Broadcasting Co. and who recently returned from a trip around the world in augurating Pan American's World Airway Service, also accompanied Wendell Willkie on his famous wartime global trip. He thinks only substantial and immediate aid will save the democracies in Europe. Their productive capacity must be restored, whether Russia likes it or not.

This does not mean the destruction of Willkie's "one world" idea. Conditions for this were destroyed already by the increasingly despotic Russian regime, Cowles says. But if Europe is to be helped, it must be with goods produced here, not only with dollars. We must have greater production than ever in order to avoid World War III, even if this conflicts with such goals as shorter working hours and a higher standard of living, he declares.

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Another Huckster
("New York Times")

The hucksters - and their kind - are still riding. Their gaudy station wagons, half-timbered like Elizabethan houses (what you might call the Stratford-upon-Detroit-River school of automobile design), continue to tool in, loaded with characters for new novels about the entertainment industry and allied arts. The people themselves don't look so new any more. And the neon-lit pandemonium of their lives has begun to seem somewhat routine. But they still provide a fair amount of satiric entertainment.

The latest venture of this kind is Richard Mealand's "Let Me Do the Talking", which his publishers blandly call "a witty, behind-the-scenes novel about a literary agent." Well, it is that, we agree, though the wit sometimes gets pretty desperate. It is also more than that, in that it inevitably gives encores to the big-time picture executive, the choleric radio manager, the widely gifted writer, the murderous vendettas between New York and Hollywood agents, and the familiar night-club and barroom scenes.

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Radio Folk Labor Till Dawn On Lincoln Papers
(Sonia Stein in "Washington Post")

"We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and we'll be here until daylight." "We have plenty of black coffee and . . ."

Over and over again the booming voice of Carl Sandburg repeated the ironic words while the sandry-eyed members of the CBS documentary unit "rocked" the tape recording back and forth across the pickup head. The ice water jug was long since dry and daylight was indeed approaching.

At the witching hour of midnight, betwixt Friday and Saturday, Lincoln scholars had joined the Library of Congress staff to open the vaults containing the famous Lincoln papers. Hard, and noisily, on the heels of the Lincoln scholars came a horde of newsreel cameramen, photographers, reporters and the CBS documentary unit.

With a tape recorder, the CBS men had picked up the alternating babble and hush, the reading of Robert T. Lincoln's bequest of the papers by Dr. Luther Evans, the muffled clicking of the tumblers in the safe. As soon as the historians had one quick peek at the 164 bound volumes of documents, Commentator John Daly had slipped a microphone in front of them to catch "a few words" for posterity.

By 1:30 A.M. the Lincoln scholars had begun working on the 18,350 documents and the "plenty of black coffee". By 1:30 the CBS men were back at the WTOP studios, drinking ice water and processing the tape.

From 1:30 until 4 A.M. they processed. Excess verbiage, long pauses and unseemly noises like "down in front, you guys"; were cut out. How? With scissors. The pieces were sutured together with sticky tape.

In two and a half hours, approximately two and a half minutes had been snipped - by word, by sentence and by paragraph - from the tape recording. Originally it had been a haphazard, protracted piece. When it was finished, it was well-integrated and polished - a dramatic seven-minute prelude for the half-hour broadcast into which it was fitted the following afternoon.

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South American Ban Hits Radio Exports
("New York Times")

Recent restrictions on importation of "luxuries" by Central and South American countries, except Cuba and Venezuela, constitute a serious threat to export volume of radio producers, Max Abrams, Treasurer, Emerson Radio and Phonograph Corporation, said in an interview last week. He explained that the full effect of the ban imposed during June on imports of radios, refrigerators and automobiles by most Latin-American countries is being felt acutely here.

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TRADE NOTES

The Radio Manufacturers' Association export committee will meet Aug. 19 in Chicago to launch plans for further promotion of the export trade and to discuss barriers raised by foreign nations against radio imports from this country.

Exports of American-made radio receivers and components are expected to set a record this year, despite the fact that some countries, notably Mexico, have taken steps to restrict imports to conserve dollar credits.

Scott Radio Laboratories, Inc. - Year to May 31: Net income, $178,663 or 45 cents a share, against $111,075 or 28 cents a share for previous year; net sales, $3,222,863 against $4,544,649.

The number of installed television sets in the Chicago area, which includes the suburbs, has jumped over 1,000% within the past eight months, according to a survey conducted for WBKB, the Balaban & Katz television station. It was found that as of July 29 that these sets totalled 4,331, as compared to the 425 sets that prevailed in the same area in November, 1946.

A disclosure of the checkup was that despite the demand among tavernkeepers for tele receivers since the first of the year the number of video screens in the home led the tavern group.

The Federal Communications Commission has appointed Max Goldman to the position of Assistant Chief of the Litigation and Administration Division, anew post created to aid in the handling of the greatly increased volume of litigation and other work of the Division. Mr. Goldman served with the Commission since August 1941, except for the period from September 1944 through October 1945 when he was employed as Law Clerk to Judge Learned Hand of the United States Circuit Court of Appeals for the Second Circuit.

Hytron Radio & Electronic Corp. - Five months to May 31: Net earnings, $43,855. No comparison available.

Seven thousand employees of the nationwide Japanese Broadcasting Corporation in Tokyo have demanded special "crisis" allowances averaging 7000 yen per worker by August 18. The workers' union also asked management to raise the basic wage scale from 1800 yen to 2500 yen per month.

The Government disclosed this week that it was using radar to search for new sources of oil in the tidelands off the continental United States. With the country facing a shortage of petroleum and light fuels, the Federal Communications Commission revealed that it had authorized several exploration parties to use radar bands as modern "divining rods" to find hidden oil resources.

Three new books on television have made their appearance: "Television Techniques", by Hoyland Bettinger, 237 pp, Harper and Bros. $5.; "Television Primer of Production and Direction", by Louis A. sposa, 237 pp., illustrated, New York: McGraw-Hill. $3.50, and "Getting A Job In Television" by John Southwell, 120 pp. illustrated, New York: McGraw-Hill. $2.

Weston Electrical Instrument Corporation - Six months: Net income, $406,652 or $2.53 each on 160,583 shares, against $618,820 or $3.85 a share last year.

Winston Churchill will broadcast to the British nation from London Sunday at 9:15 P.M. (4:15 P.M. EDT) in reply to Prime Minister Attlee's broadcast appeal to the people last Sunday.

At this writing no announcement has been made, but it is expected the speech will be carried by at least one of the U.S. Networks.

Two Zenith radios play parts in MGM's movie "The Hucksters". A Zenith provides the musical setting as Ava Gardner prepares dinner for two. The company's Transoceanic shortwave portable was chosen by MGM to provide outdoor music for the swimming pool scene.

Decca Records, Inc. - Sixmonths: Net profit, $889,149, equal to $1.14 a share, compared with $967,534, or $1.25 a share last year.

Edward Delaney, American born author and radio announcer, was held in $10,000 bail last Friday in New York on a charge of treason alleging he broadcast political propaganda from Berlin during the war.

Delaney, born in Olney, Ill., had been in Europe since 1939 and was brought back under Army orders but at his own expense. He was indicted by a Washington grand jury for treason in July,1943, but the case will be presented to a New York jury under a requirement that persons accused of treason be tried in the district in which they land from abroad.

To assure the privacy of facsimile machine communications, Charles J. Young of Princeton, N.J. has invented and assigned to the Radio Corporation of America, a secret communication system (No. 2,425,076) wherein a movable member at the transmitter and a corresponding movable member at the receiver are caused to have substantially identical speed variations. Any desired synchronizing and phasing scheme may be employed, the secrecy feature being obtained locally at the transmitter and at the receiver by a predetermined speed plan.

The National Broadcasting Company's television network will televise the home football games of the Navy this Fall. It is planned that the games will also be transmitted to NBC's New York television station W NBT by Bell System coaxial cable for integration with the NBC television network's coverage of other leading college football games.

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Founded in 1924

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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August 20, 1947

FDR HAD SHORT-WAVE SET IN WHITE HOUSE BOMB-PROOF SHELTER

That during the War President Roosevelt had a short-wave set secretly installed in the White House bomb-proof air-raid shelter is revealed by Merriman Smith, United Press White House correspondent, in his book, "Thank You, Mr. President". Behind high board fences to prevent the public from knowing what was going on, a tunnel was first dug across from the White House to the Treasury where the President could use the lower Treasury vault as his air-raid refuge until a shelter could be built under the new East Wing of the White House. It had walls 9 ft. thick, included a small kitchen, two bathrooms, a first aid room, double, air-tight steel doors, and as a final precaution, a powerful short-wave sending and receiving set equipped with generators fed by independent motors. Thus, even if the regular power went dead, President Roosevelt could have kept in communication with the outside world without interruption.

Mr. Smith's book, advertised as a Harper & Brothers' "find", and which quickly reached the list of best sellers of the year, refers to other things of radio interest.

For instance, on the day of President Roosevelt's death at Warm Springs, he was to have attended an old-fashioned Georgia barbecue and the barn in which it was to have been held was also equipped with short-wave radio units for the Secret Service. It was through this transmitter, in fact, that Smith received the first intimation that something had gone wrong with the President on that fatal day. Likewise, Shangri-La, President Roosevelt's hideaway in nearby Maryland, had a communications shack which contained a small switch-board with direct connections to the White House and short-wave radio facilities.

The author gives a vivid picture of the scene at the White House just before President Truman made his famous broadcast threatening to use the army to break the railroad strike.

"His radio speech was written like a hot news story just before edition time" Mr. Smith writes. "Actually, the last draft of the copy he read on the air was completed only four minutes before he sat down in the Oval Room of the White House and started speaking into the microphones of four networks.

"As the President's 'reading copy' was completed sheet at a time, Leonard Reinsch, Mr. Truman's radio advisor, ran over the text with him. At four minutes to ten, the last sheet was rushed to the President in the Oval Room. At ten, he looked at Reinsch who brought down his arm in a sharp gesture to signal the President that he was on the air."

- 1 -

Mr. Smith tells about the wartime innovation on the presidential train, and now a fixed piece of equipment, "the miraculous radio car developed by the Army Signal Corps. Whether rolling or not, the radio car maintains constant communication with the White House through short wave and radio teletype. Thus the President always has at his command instantaneous communication facilities with every other world capital."

The author makes an interesting comparison of the speaking abilities of Mr. Roosevelt and former Prime Minister Churchill:

"Churchill was a great, dramatic showman and actually a better speaker than Mr. Roosevelt. Churchill's speeches during the war contained much finer rhetoric than the Roosevelt speeches, but when it came to radio technique, Churchill could not come close.

"To Mr. Roosevelt, the microphone was as much of a political instrument as a ward leader. He knew how to use radio with quality rarely approached by political contemporaries. His deep resonant voice was an organ upon which he played with the skill of a fine musician."

Mr. Smith gives a very realistic description of the White House press and radio conferences. Speaking of the first of these ordeals, he writes:

"The President was as nervous as a Derby favorite at the barrier. He started three times before the reporters were all in the room. Three hundred press and radio reporters were present. Knowing his habit of speaking rapidly, I asked, 'Will you take it sort of slow for us today?'

"The President said he would; glad to do anything he could to accommodate the reporters."

The author speaks in detail of the secret trip to the Pacific during the war where, before leaving the country, President Roosevelt accepted his renomination in a radio address on the Pacific Coast, then sailed quietly for Hawaii without the public being aware that he was absent from the United States. Mr. Smith writes:

"It was difficult for the three wire service reporters and the one radio 'pool' man - Carleton Smith of N.B.C. - to get information that would stick. * * * *

"Admiral Brown told me that we would have to put a Washington date line on the story and say nothing about the President's real whereabouts. I bucked at that; told him a Washington dateline would be an outright lie and that security or

no security, the United Press could not go along with a project of such ridiculous proportions.

"The President had been seen by thousands of people on the way to the West Coast and I didn't get the point of the Admiral's super secrecy."

Mr. Smith then tells how he got to the President personally on this matter and said: "Mr. President the Navy tells me that we must put a Washington dateline on your speech tonight. You know that would be outright dishonesty and we just can't do it."

"'Oh damn, that's a lot of nonsense,' the President replied. 'I say in the first paragraph of my speech that I am speaking from a West Coast naval base. Why not use that for a dateline?'

"'That is fine, Mr. President. We'll use it.'"

Some of those who attended the White House Correspondents' Dinner in the Spring of 1944 wondered if Bob Hope, the radio comedian had not been a little too rough in a reference which he made to Mrs. Roosevelt.

"I sat by the President that night and Hope will never know how much Mr. Roosevelt enjoyed his gentle - sometimes not so gentle - kidding", Mr. Smith writes.

"Mr. Roosevelt got a terrific kick out of Hope's routine. Once was when Bob told how Churchill wanted another conference with the President.

"'Churchill wants to figure out how to open a second front and still keep Eleanor out of the crossfire'", Hope shouted.

"The President laughed so hard that he groaned."

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WQQW VOTES NOT TO SELL "BLUE BOOK" STATION NOW

More than 100 stockholders of Radio Station WQQW in Washington, D. C., last Monday night (August 18) refused to consider sale of the station -- at least for two weeks.

The owners unanimously resolved, during a three-hour closed meeting at the station, to "explore further the possibilities of continued operation."

no security, the United Press could not go along with a project of such ridiculous proportions.

"The President had been seen by thousands of people on his way to the West Coast and I didn't get the point of the Admiral's super secrecy."

Mr. Smith then tells how he got to the President personally on this matter and said: "Mr. President the Navy tells me that we must put a Washington detailing on your speech tonight. You know that would be outright dishonesty and we just can't do it."

"Oh dear, there's a lot of nonsense," the President replied. "I say in the first paragraph, I am speaking from a West Coast canal base. Why not use that for a deadline?"

"That is fine, Mr. President. We'll use it."

Some of those who attended the White House Correspondents' Dinner in the Spring of 1934 remember if Bob Hope, the trick comedian had not been a little too rough in a reference which he made to Mrs. Roosevelt.

"I sat by the President and might and Hope will never know how much Mr. Roosevelt enjoyed his gentle - sometimes not so gentle - ribbing", Mr. Smith writes.

"Mr. Roosevelt got a terrific kick out of Hope's routine once was when Bob told how Chur hill wanted another conference with the President.

"Churchill wants to fly here one more to open a second front and still keep Eleanor out of the country", Hope shouted.

"The President laughed so hard that he glanced."

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WORK WOMEN NOT TO SELL "FREE SPEECH" EDITION NOW

More than 100 schoolchildren of Radio Station WOPP in Washington, D. C., last Monday night [illegible] refused to vacate halo of the station -- at least for two weeks.

The owners unanimously agreed, during a three-hour closed meeting at the station, to "explore further the possibilities of continued operation."

Its directors a month ago decided to call the stockholders together to determine what is to become of the "good music station."

The stockholders last night voted to meet again at 8:30 p.m. September 3. More than half of the approximately 180 stockholders were present.

The 1000-watt station modeled along the lines of the FCC's famous "Blue Book" attracted Nation-wide attention when it started last January 5 as a "listener-owned" station with restricted commercials.

Edward Brecher, ex-FCC publicist who was in its Law Department and helped prepare the "Blue Book", was the prime-mover behind WQQW. There was set forth a "bill of rights" for the listener, - promises of good (classical) music and promises of only one commercial each 15 minutes. Of late there have been rumors that the station is as much as $180,000 in the red and that Drew Pearson had offered $110,000 for it.

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SHAKELFORD, RCA, SLATED FOR NEXT IRE PRESIDENT

B. E. Shakelford has been nominated for the presidency of the Institute of Radio Engineers for 1948. Dr. Shakelford is manager of the license department of R.C.A. International Division, New York. Election returns will be final October 24, 1947. R. L. Smith-Rose, superintendent of the radio division of the National Physical Laboratory, Teddington, England has been nominated for the vice-presidency of the Institute.

Two directors-at-large will be elected for the period 1948-1950 from the following nominees:

B. deF. Bayly, consulting engineer at the University of Toronto, Canada; A. B. Chamberlain, chief engineer of the Columbia Broadcasting system, New York; J. E. Shepherd, research engineer, Sperry Gyroscope Company, Great Neck, L. I., and J. E. Stratton, director of the research laboratory of electronics, Massachusetts Institute of Technology, Cambridge.

One regional director will be elected for each designated region from the following nominees, for 1948:

The North Central Atlantic Region:

J.V.L. Hogan, president of Faximile, Inc., New York; F. A. Polkinghorn, Bell Telephone Laboratories, New York, and H. P. Westman, associate editor of "Electrical

Communication," International Telephone and Telegraph Corporation, New York.

The East Central Region:

W. A. Dickinson, Sylvania Products, Emporium, Pa.; P. L. Hoover, professor of electrical engineering, Case School of Applied Science, Cleveland, and J. A. Hutcheson, associate director of research, Westinghouse Electric Corporation, East Pittsburgh, Pa.

The Southern Region:

Ben Akerman, chief engineer, WGST, Atlanta; and A. E. Cullum, Jr., consulting radio engineer, Dallas, Texas.

The Canadian Region:

F. S. Howes, associate professor of electrical engineering, McGill University, Montreal, Canada, and F.H.R. Pounsett, chief engineer, Stromberg Carlson, Ltd., Toronto, Canada.

One regional director will be elected for each designated Region from the following nominees, for 1948 and 1949:

The North Atlantic Region:

L. E. Packard, treasurer of Technology Instrument Corporation, Waltham, Mass., and H. J. Reich, professor of electrical engineering at Dunham Laboratory, Yale University, New Haven, Conn.

The Central Atlantic Region:

J. B. Coleman of Haddonfield, N. J.; assistant director of engineering, Radio Corporation of America, Camden, N. J.

The Central Region:

T. A. Hunter, president of the Hunter Manufacturing Company, Iowa City, Iowa, and W. O. Swinyard, chief engineer, Hazeltine Research, Inc., Chicago, Ill.

The Pacific Region:

F. E. Terman, dean of the school of engineering, Stanford University, Palo Alto, California.

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DREW PEARSON PLANS TO BREAK UP W. VA. PRESS-RADIO MONOPOLIES

Drew Pearson, Washington radio commentator and columnist, plans to establish one or two daily newspapers in West Virginia "to break up some monopolies."

Mr. Pearson named Wheeling as the likely starting point for the venture. Both newspapers there are operated by the Ogden chain, property of the late H. C. Ogden estate.

"I have long contemplated bucking some of the newspaper monopolies, where one company dominates the field with newspapers and radio stations," he declared.

He said the project will be undertaken "with some other people," but declined to name them. Possible second point for establishment of a newspaper would be Parkersburg, he said.

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NATIONAL STANDARDS BUREAU APPOINTS REBER, RADIO PHYSICIST

Grote Reber, 35-year-old radio physicist and engineer, has been appointed to the staff of the National Bureau of Standards.

Reber is to direct several new projects aimed at extending present knowledge of conditions indirectly affecting radio communication. He will investigate the sources of radio noise, both cosmic and solar.

A B.S. graduate of the Illinois Institute of Technology in 1933, Reber has done graduate work in physics at the University of Chicago, and is the author of technical papers in the electrical engineering and interstellar static fields.

He is now supervising erection of a German Giant Wurzburg, an extremely large and powerful radar device which will be used to detect solar and cosmic radiations that penetrate the earth's atmosphere.

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BAN ON WASHINGTON, D. C. STREET LOUDSPEAKERS

Clark F. King, assistant corporation counsel in the Criminal Division of Municipal Court in Washington, D. C., announced this week that shop owners with noisy devices have until September 15 to turn off blaring loudspeakers in the vicinity of radio stores and elsewhere.

After that, he will prosecute owners of offending devices, he said, and impose stiff penalties under the application of the code, which provides a maximum of $300 fine or 90 days in jail, or both.

King estimated he had received about 100 complaints recently about loudspeakers sounding off outside of stores, from people who told him the mechanical noise kept them from (1) sleeping, (2) hearing their own radios, (3) carrying on conversations or (4) walking along sidewalks blocked by impromptu radio-television audiences.

Prosecutions will follow justified police or citizen complaints after September 15, King said, who added that the District has been lenient up to now because there were few complaints until recently, when the racket apparently became worse. The District has been enforcing anti-blast statutes only in cases where the noise has brought complaints.

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PRESS WIRELESS WINS HELP OF REFEREE IN BANKRUPTCY PETITION

Orders were signed last Saturday by Federal Referee Irwin Kurtz permitting Press Wireless, Inc., of 1475 Broadway, to continue in business and enjoining two creditors from proceeding with court actions in a reorganization proceeding under the National Bankruptcy Act filed in Federal Court last Friday. Press Wireless transmits wireless press dispatches between this and foreign countries.

A. Warren Norton, president of the organization, filed a petition on Friday for an arrangement to pay off creditors in full over a period of three years and listing liabilities at $1,205,946.27 and assets at $1,832,218.73.

Referee Kurtz' orders enjoin Maguire Industries, Inc., from proceeding with an action brought against Press Wireless in Supreme Court, New York County, to recover $45,993.80 for goods sold and delivered and stays Woolford Production, Inc., from proceeding with a suit in Municipal Court to collect $234.

One order not only stays the two specific suits but also any other suit that may be contemplated. The second order continuing Press Wireless in business authorizes it to conduct business in the usual way and pay all new indebtedness as it is incurred.

The concern's largest unsecured creditor is the Ministry of Posts, Telegraph and Telephone, Paris, with a claim of $164,269 against the organization. Other creditors include

the Chinese Government Radio Administration, The New York Times, The Associated Press, International News Service, The New York Herald Tribune, The United Press and the United States Treasury.

Press Wireless was established in 1929 by a group of newspapers as "a copy boy for the press of the world." In 1936, Press Wireless handled 8,184,549 words of press messages. In 1945 business reached the peak of 63,112,941 words.

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MACKAY RADIO CONTESTS PRESS WIRELESS NON-PRESS SERVICE BID

Intervening in the application of Press Wireless for modification of licenses to handle deferred commercial messages, All America Cables & Radio, Mackay Radio and associated companies state that such a grant for non-press users would be inconsistent with the purposes for which frequencies were allocated to meet the news requirements of the American press and would not be in the public interest.

According to a brief filed with the FCC by James A. Kennedy, attorney for the intervenors, there are ample cable and radio facilities and transmission capacity available in the communications systems of other carriers to serve each of the 15 countries to which Press Wireless proposes to offer a limited commercial service for non-press users and that such service as Press Wireless might provide would be limited in scope and "even assuming foreign agreement to the handling of such service could be obtained, it does not appear that such revenues as Press Wireless might thereby obtain would be sufficient to alleviate in any important respect its present financial difficulies. This is especially so since Applicant is not now offering, as it had originally proposed, to handle commercial deferred and nightletter traffic at less than the standard rates applied by other carriers. Moreover, Press Wireless, having public telegraph offices in only three cities, New York, Washington, D. C. and San Francisco, would not share in the unrouted traffic originated at interior points in the United States by Western Union."

"Moreover, a departure from the principle of allocating 'radio frequencies exclusively for the transmission of news' would be inconsistent with the purposes for which the Press Wireless was created and contrary to the views expressed on behalf of the American Newspaper Publishers Association as recently as two years ago."

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PHILCO EARNS $2,425,121 IN SECOND QUARTER OF 1947

Net income from operations of Philco Corporation in the second quarter of 1947 totaled $1,626,974 after all taxes and charges including an inventory reserve of $1,200,000, and reserve for future research expenditures, and was equivalent, after preferred dividends, to $1.12 per share of common stock. In addition, there was net non-recurring income of $798,147 after taxes, or 58 cents per common share, so that total earnings for the quarter amounted to $2,425,121 or $1.70 per share after preferred dividends.

In the first quarter of 1947, net income totaled $1,609,754 after taxes and charges including an inventory reserve of $1,300,000, and was equivalent to $1.10 per share of common stock after allowing for preferred dividends. In the second quarter of 1946, when operations were just beginning to recover from reconversion difficulties, net income amounted to $14,787.

Sales (including excise taxes) of Philco Corporation in the second quarter of 1947 amounted to $57,754,000 as compared with $50,187,000 in the first quarter of this year, and $22,861,000 in the second quarter of 1946.

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ONE TELEPHONE OPERATOR YOU CAN'T TALK BACK TO

For three weeks, the WTOP-CBS Washington, D. C., switchboard queen will be able to talk to thousands of people secure in the knowledge that not one can talk back to her.

For Miss Marie McGrain, veteran switchboard operator, will substitute for "Uncle Bill" Jenkins on the 5:30-7:30 AM "Corn Squeezin'" morning program while Uncle Bill takes a vacation starting August 25.

Deep-voiced Marie, famed for her salty, direct talk, never before has had a program. She has seldom appeared on the air. But her telephone training at switchboards in Washington in the Raleigh Hotel, the old Congressional Apartments and the Union Station (where she was the first woman employee and chief operator for 10 years), gives her plenty of experience in talking to any and every one. And for three glorious weeks they can't talk back!

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PETRILLO BAN IS BLOW TO FM; HOLDS OFF MAKING RECORDS

Opinion in Washington was that James C. Petrillo, president of the American Federation of Musicians in refusing to lift his prohibition against the simultaneous broadcasting of music on AM (standard) and FM (frequency modulation) radio stations had further gummed up the FM situation. Justin Miller, president of the National Association of Broadcasters, predicted serious delay in the development of FM. J. N. Bailey, director of the FM Association, contended that the Petrillo ban constituted a violation of the Taft-Hartley Labor Law and the Lea "Anti-Petrillo" Act. Mr. Bailey declared his intention of calling Petrillo's action to the attention of the Department of Justice.

Simultaneously with the FM edict Mr. Petrillo declared in Chicago that the American Federation of Musicians had decided to set aside for the time being at least its plan to manufacture its own musical recordings for broadcasts. He said: "It looks like we would be brought into court on charges of violating the anti-trust act if we made records. We don't want to fool around with the laws of the country."

The text of Mr. Petrillo's telegram sent from his Chicago headquarters to the presidents of the four networks read:

"Since our meeting of July in Chicago, at which we discussed AM and FM broadcasting, consideration has been given to your request to permit members of the American Federation of Musicians to render service for both AM and FM programs simultaneously.

"The federation holds that FM broadcasting is separate and distinct from AM broadcasting. The Federal Communications Commission licenses each FM station separately, assigns individual call letters and channels, and the station is required to comply with all FCC regulations.

"Many FM stations have no affiliation with either an AM station or a network, and could not possibly enjoy the benefits of AM programs even if the federation were willing to permit this dual service.

"Certainly the FM station with no AM affiliation is just as deserving and should not suffer this competition disadvantage. Neither should the federation be a party to such discrimination.

"We must bear in mind that the number of FM stations will eventually number into the thousands, and the present network facilities could not possibly feed all these stations.

"Locals of the American Federation of Musicians are ready and willing to negotiate wage scales and conditions for FM broadcasting. At the present time there are a number of FM stations employing musicians and it would not be sound policy for the federation to eliminate this employment and potential employment in other stations by agreeing to service both AM and FM simultaneously.

"The Federation does not insist that FM stations employ musicians but if they do need musicians locals will be ready and willing to negotiate contracts. This would give the FM stations the benefit of live music, and also give the public the chance to hear FM, and in return, musicians will have employment opportunities."

Mr. Petrillo predicted that the number of FM stations, now 204, would be increased to 3,000 in eighteen months. There are 1,320 licensed AM stations. Almost 3,000 network and AM station musicians are now drawing annual salaries of almost $23,000,000, he said. No figures were available on the number of musicians working at FM stations.

At this writing no comment had been forthcoming from the networks but President Miller of NAB declared that Petrillo's action would mean a continuation of the FM stalemate.

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DAWSON IS NEW NAB ASSISTANT INFORMATION DIRECTOR

James Dawson, newspaper and radio news editor, has been named assistant director of information of the National Association of Broadcasters. At present Mr. Dawson is news editor and director of programs at WFBC, Greenville, S. C., a position he has held since release from active duty as a naval reserve officer. His four years in the Navy included three years of duty as a combat intelligence officer in the Pacific, beginning in the Solomons and continuing through the final Third Fleet campaign off the coast of Japan.

Prior to the war, Mr. Dawson operated his own advertising agency, Dawson, Inc., in Greenville, having previously served as managing editor of the Augusta, (Ga.) Chronicle. He began his newspaper career as a member of the Greenville Piedmont editorial staff, and was subsequently associate managing editor of the S. C. Newsview. Mr. Dawson was born in New Bern, North Carolina in 1910 and is the son of James B. Dawson, well-known North Carolina newspaper publisher.

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THEY CAN'T SEEM TO LEARN - "POMPEII" BROADCAST FOOLS PUBLIC

Mount Vesuvius "erupted" so realistically during last Monday night's radio dramatization of "The Last Days of Pompeii" that people called The Washington Star and Station WTOP, CBS outlet in Washington, D. C., to inquire the name of the announcer who "burned with the buildings."

Switchboards at The Star and WTOP became busy just after the lines "Mount Vesuvius has erupted," the "old mountain is on fire," and "the lions are running out," crackled through the ether to District listeners. A woman inquired if it was really "true that Rome was burning."

John Daly, correspondent for CBS News in New York, offered an explanation after stressing that the broadcast was only a play and recalling the excitement when Orson Welles broadcast his drama of the invasion of the earth by men from Mars.

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BENTON OFFERS TO SHARE SHORT WAVES WITH SMALLER NATIONS

Wm. Benton, Assistant Secretary of State, addressing delegates of the International High Frequency Broadcasting Conference at Atlantic City last week offered to relinquish some of the short broadcasting facilities of the United States to enable smaller nations to engage in world-wide communication.

"Frequency-sharing is an innovation in international affairs. At first glance frequency-sharing may seem to entail a loss of sovereignty.

"However, that is not the view of the United States. Frequency-sharing appears to us in the United States to be a means through which high-frequency broadcasting can continue to grow as a world force.

"It may be necessary for some nations now to reduce their operations somewhat. The United States is willing to reduce its transmitters, and we are willing to accept fewer frequencies than we are now using. If other nations will do the same, all of us should be able to obtain a fair and equitable share in the available frequencies.

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SCISSORS AND PASTE

Warns Against FTC Moving In On Radio Programs
(Dorothy Holloway in "Variety")

A strong warning that if the Federal Trade Commission moves against the broadcast of racing results and track info as an unfair trade practice, "a logical extension of this philosophy would give FTC the right to examine the content of every radio program on the air," is contained in a memorandum filed on the q.t. with the agency by Cohn & Marks, counsel for WGAY, Silver Spring, Md. The counter-blast against FTC entry into the radio program field came as the agency mulled the first request in history from a broadcaster who wants the Commission to restrain as "unfair competition" a racing stint on WGAY and a money-give-away aired by WARL, Arlington, Va. WWDC, local indie which dropped similar shows last year, asked for the relief.

The entire broadcast industry has a large stake in the controversy, it is believed, since FTC authority might be used to bulwark that of FCC in the program field. And an increasing number of stations are fighting stiffer competition by resorting to use of race shows, money-give-aways and quiz shows with lottery-like features.

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News Still At Top Of List In Radio
(Jerry Walker in "Editor & Publisher")

On one side of the desk is Radio Daily's annual symposium on "Radio Programs.... What Will They Be Like?" On the other side is a copy of an inter-department memo at National Broadcasting Co. "To Sydney Eiges from H. M. Beville, Jr., on the subject, Readership Study."

The first, the outlook for radio programming, can be disposed of quickly. "Trends" discerned in a survey of 636 program directors give a decided preference to Music shows. Next, right up there in No. 2 spot, comes News.

* * * * * * *

As a matter of cold figures, Radio Daily's special number lists no fewer than 70 shows, of all sorts, built on news, available to broadcasters . . . More substantial for the purpose of discussion, is the fare in the Eiges-Beville memo, the former being chief of NBC's Press Department and the latter being director of research for that network.

* * * * * * *

One of the first things the analysis revealed was that readership of radio news varies considerably between large and

small cities. While any average of 46% of the men and 58% of the women readers of newspapers in cities of 1,000,000 or more read the radio news, only 16% of the men and 25% of the women in towns of 25,000 to 50,000 reported having read the radio news.

It should be remembered that 79 of the 106 studies were in cities over 100,000 (and four had no radio listings at all). Not many newspapers in cities of 50,000 or under have local radio columnists, and few have more than three stations to list. Folks there can keep track of their favorite programs by habit or memory.

Phone Calls From Trains By Radio
(Ward Allan Howe in "New York Times")

For the first time in this country, passengers on moving railroad trains can now make telephone calls to and receive calls from any telephone connected with the Bell System as well as with telephones in many foreign countries.

The service was started last week on an experimental basis by the Pennsylvania and the Baltimore & Ohio Railroad on the crack trains of each road between New York and Washington, the Pennsylvania's Congressional and the B. & O.'s Royal Blue. The Congressional leaves Pennsylvania Station here at 4:30 P. M. and the Royal Blue leaves Jersey City at 9:35 A. M., daylight time. The telephone service is available in both directions.

The Pennsylvania plans to extend the service next Friday to include its Potomac northbound from Washington and its Legislator southbound from New York.

Space has been set aside in the lounge car of each train for the telephoning, part of the car having been re-designed to afford privacy to passengers using the service.

Bankers May Use Television
(Noran E. Kersta in "Radio Age")

Television could be a valuable adjunct in banking procedure. Obvious applications would be the instantaneous transmission of signatures from the teller's cage to a central identification file where an endorsement, as it appeared on a screen, could be compared instantly with the original. Also, a television camera directed on the patron could project the scene to a "photograph identification section" for even more foolproof and positive identification.

When television expands, it is logical to prophesy that the ten-year-old youth of the next generation will know more about the world, its industries, its governments and its peoples than his grandfather knew in his entire lifetime.

TRADE NOTES

Joseph L. Egan, president of the Western Union, stated to stockholders last week: The Federal Communications Commission's authorization of increases in international cable and radio message rates from the United States to Europe, the British Isles, Central and South America, Cuba and Far Eastern points is expected to provide Western Union with additional annual revenues of approximately $1,500,000.

Public offering of 75,000 shares of United States Television Manufacturing Corp., $4 par value 5 per cent cumulative convertible preferred stock was made this week at $4 per share. Net proceeds are to be used for general corporate purposes as additional working capital.

Barry Gray, WOR's platter-and-chatter artist, was elected chairman of the National Association of Disc Jockeys at its convention in Chicago last week. Another WOR disc jockey, 5-year-old Robin Morgan, was on the dais as Gray presided.

Dr. V. K. Zworykin, Vice President and Technical Consultant of RCA Laboratories, Princeton, N. J., left New York Saturday aboard the Queen Elizabeth to attend important engineering conferences in Belgium, France and Italy. Recognized internationally as an authority on television, Dr. Zworykin will represent the National Academy of Sciences at the Liege (Belgium) Congress, September 8.

Dr. Zworykin will address a conference of the French Society of Electrical Engineers at the Sorbonne, Paris, September 1. As representative of the National Academy of Sciences and the Institute of Physics, he will attend an international conference of radio engineers at Rome to commemorate the fiftieth anniversary of the invention of radio by Marconi.

There are an estimated 14,500 FM sets in use in the Washington area, according to a recent survey made by The Washington Post. Until this survey was made, 8000 plus was the best figure available.

The advertising and sales promotional plans of the Home Radio Division of Westinghouse Electric Corp. will support the new radio "for every room in the house" program of the Radio Manufacturers Association. In connection with this campaign RMA is offering to radio retailers a new 35 mm. Kodachrome film entitled "Let's Get Personal" which runs for 12 minutes. The film shows that 93% of American homes now have at least one radio.

The first employee to be awarded an RCA Fellowship is Harry J. Woll, advanced development engineer at the Company's Camden plant. Mr. Woll will devote a year to graduate studies at the University of Pennsylvania, working toward the Ph.D. degree. During this period he will give full time to study and research. The Fellowship provides a contribution by RCA of $1800, in addition to approximately $600 for tuition, fees, and other expenses.

WPIK, Washington, D. C., began duplicating its sunrise to sunset operations on FM this week, and also offers additional programs on FM only, until 10 p.m. The FM broadcasts will be on 98.3 megacycles.

WCFM, the FM station to be built near the Lincoln Memorial in Washington, has announced that its facilities will be combined with those of the Konsum gasoline station where station manager H. F. Kern now makes his headquarters.

WPIK-FM is Washington's sixth FM station and WCFM will probably be the seventh. This in addition to 12 standard wave stations in the metropolitan area.

Colleges Asked To Find Use for Electronic Surplus.-- Engineering schools throughout the Nation are being asked by War Assets Administration to figure out educational uses for some 100 million dollars worth of surplus electronic equipment with no commercial value.

Aiding WAA in selecting these schools is Dr. S. S. Steinberg, dean of the engineering school, Maryland University, and head of the Engineering Colleges Administrative Counsel.

Results of the studies will be made available to all schools. The materials found of value for educational purposes will go to the Federal Works Agency and will be put up for sale to State educational agencies at 5% of fair value.

Ex-Wave Becomes WGAY, Washington, D. C., Disk Jockey -- An ex-Wave has joined the staff of radio station WGAY and WGAY-FM, Silver Spring, a suburb of Washington, D. C., as an early morning "disk-jockey."

She is Miss Florence Eisen who is heard each weekday morning from 7:30 to 9 o'clock as "Florence -- Girl Disc Jockey."

She came to Washington from Brooklyn with a contingent of Waves during the war. She was assigned to the Navy Department here as a yeoman. After her discharge, she studied dramatics at a Washington drama school and then went to work for WGAY as a typist.

British Bid U.N. Fight Curbs on Radio Sets.-- Great Britain will propose to the United Nations Economic and Social Council that the 1948 international conference on freedom of information investigate any governmental restrictions against private citizens' owning or operating radio sets of their own selection.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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EISENHOWER AT GEN. HARBORD'S FUNERAL; FIRST EVER TELEVISED

General of the Army Dwight D. Eisenhower was among the distinguished mourners at the burial of Lieut. Gen. James G. Harbord, Chief of Staff to Gen. John J. Pershing in World War I, and former Chairman of the Board of the Radio Corporation of America, in Arlington National Cemetery, last Friday. General Harbord, who commanded the famous U. S. Marine Brigade near Chateau-Thierry, which stopped the German advance on Paris, died at his home in Rye, N. Y. last Wednesday (August 20) at the age of 81.

The honorary pallbearers at Arlington were:

Maj. Gen. Dennis Nolan, U. S. Army, Ret., Maj. Gen. William D. Connor, U. S. Army, Ret., Brig. Gen. David Sarnoff, President and Chairman of Board, RCA, Maj. Gen. Frank R. McCoy, member of Far Eastern Commission, and Maj. Gen. Fox Conner, U. S. Army, Ret.

In addition to the immediate family, Mrs. Anne Brown Harbord, widow, Lt. Col. Lewis Brown, step child, and Mrs. Anne Brown Whiting, step child, those who came on the special train from New York for the Washington services were:

Niles Trammel, President of National Broadcasting Company; Frank M. Folsom, Exec. Vice Pres. of RCA Victor Division; Orrin E. Dunlap, Vice Pres. in charge of Advertising & Publicity, RCA; Col. T. H. Mitchell, Exec. Vice Pres. in charge of RCA Communications, Inc.; Joseph V. Heffernan, Vice President & General Counsel, RCA; Edward F. McGrady, Vice President in charge of Labor Relations, RCA; S. M. Robards, Manager of RCA Department of Information; Mary Millea, Secretary to Gen. Harbord, and Earl Blakeley, Vice President, Bankers' Trust Company.

Prior to burial in Washington, services were also held for General Harbord Friday morning at St. Bartholomew's Protestant Episcopal Church in New York City. The honorary pallbearers there in addition to those who served at Arlington were:

Owen D. Young, former chairman of the board of the General Electric Company; Fred G. Gurley, president of the Atchison, Topeka & Santa Fe Railway Company; Sloan Colt, president of the Bankers Trust Company; Charles D. Hilles, former chairman of the Republican National Committee; Harry P. Davison, vice chairman of the New York Chapter, American Red Cross, and George L. Harrison, president of the New York Life Insurance Company.

Others who attended the service were Gen. Courtney H. Hodges, commander of the First Army; Maj. Gen. H. C. Ingles, USA,

retired, former chief signal officer of the Army and president of RCA Institutes, Inc., and Edward J. Nally, first president of RCA. Seven former presidents of the National Republican Club, of which General Harbord had served as president, and a color guard of four nurses from the New York Chapter of the Red Cross also were present in recognition of the General's World War II leadership of the New York City Red Cross Chapter.

The military honors accorded to General Harbord at Arlington were very impressive. It was probably the first notable funeral ever to be televised. Films made by the news-reel cameramen of WNBT, NBC's television station who came down from New York were later telecast by other stations over the eastern television network. In this there was an historic parallel when in 1925 the funeral services of William Jennings Bryan, the first in the United States to be heard over the radio, were broadcast from the New York Avenue Presbyterian Church in Washington, the church attended by President Lincoln.

One minute of silence out of respect to General Harbord was observed by the entire radio network of the National Broadcasting Company at the time of the military ceremony for the General in the Chapel at Fort Myer, Va., preliminary to his burial in Arlington. At the same time, all of the world-wide circuits of RCA were silenced for that period. American flags in Rockefeller Center and at all RCA manufacturing plants, stations and offices remained at half staff until after the burial.

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PERSHING CALLED GEN. HARBORD THE BEST OFFICER HE EVER KNEW

"James Guthrie Harbord never met a situation he did not master. Pershing called him the best officer he ever knew, Joffre described him as an abler commander than Ludendorff. But he was always a good soldier from the day in 1889 he enlisted as a private." So read an editorial in the New York Times which continued:

"Never in our history was there a more stirring or decisive victory than that at Belleau Wood and Chateau-Thierry. The Germans in their last desperate offensive were breaking the back of British and French resistance. Once more they had reached the banks of the Marne, only thirty-seven miles from Paris. At this last moment General Pershing threw in our best available troops. General Harbord was chosen to lead them -- the Marines at Belleau Wood, Bouresches and Vaux and elements of the Second Division at Chateau-Thierry. It was a Dunkerque in reverse. The Americans fought furiously in the open without regard to losses. For three days of carnage the decision hung in doubt until the Germans started a foot-by-foot retreat. Within two

weeks we had them unsheltered in the valley under the slaughter of our guns. They never recovered their lost initiative."

* * * * * *

"In business he was as successful as he had been in the Army. He joined the Radio Corporation of America in 1923 and served it as president and chairman of the board for seventeen years through its period of greatest expansion. Until his recent retirement at 81 he was an executive officer in a dozen business enterprises. He wrote three books and a prodigious number of articles. A forceful speaker with a tart sense of humor, he remained a modest hero who never traded on past glories."

An editorial in the Washington (D. C.) Star read, in part:

"The story of James Guthrie Harbord deserves expansive telling. So various were his gifts and so wide was his employment of them that a book of considerable size would be required for an adequate appraisal. He was too large, too strong, too compelling a person to be crowded into a few paragraphs. Yet it is feasible to brief the man and his work. And the first point to be mentioned in such a summary is that he was self-made.

"Born on a farm in Illinois, General Harbord was the son of a cavalry trooper and grew up in the tradition of the Army. He tried for West Point and lost the appointment through politics. Undismayed by the disapppintment, he enlisted as a private. He was in Cuba with the Rough Riders, in the Philippines with Leonard Wood, in France with Pershing. The record of his Marines at Belleau Wood proved his capacity as a leader in the field. He confirmed his country's appreciation of him by his command of a full division in the drive against the Germans at Soissons.

"General Harbord was fifty-six when he entered the second important phase of his career as president of the Radio Corporation of America. The new wireless communications industry needed men of his talents and especially men of his character. He soon demonstrated his ability to guide an enterprise for which the rules had to be made from day to day in response to immediate demand."

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ARMSTRONG TO DEMONSTRATE NEW FM SYSTEM CONNECTING STATIONS

Frequency modulation broadcasting has achieved standards of engineering excellence and acceptance as a technical improvement in the art of radio broadcasting which make it advisable for the National Association of Broadcasters' FM Department to

concentrate its efforts in behalf of FM member stations into business and program channels.

This policy was agreed upon unanimously last Monday (August 25) by members of NAB's FM Executive Committee in Washington, D. C., meeting for the first time under guidance of Leonard Asch, WBCA, Schenectady, N. Y., who was recently appointed to the committee chairmanship.

The NAB, at the committee's suggestion, will invite Major Edwin H. Armstrong to demonstrate, at the forthcoming NAB convention, his new relay system for connecting stations. Time for this purpose will be set aside one evening during the annual meeting at Atlantic City next month.

Following up recent By-Law changes which provide for direct representation for FM stations on the NAB Board of Directors, the FM Committee recommended that elections for this purpose be held at the annual NAB convention next month. FM stations of both classes, A & B, television and facsimile stations, are entitled under the new by-laws to one director-at-large each whenever there are 25 members from each category within the membership of NAB.

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JULY RADIO SET PRODUCTION DROPS; 10,000 TELEVISION SETS

A seasonal decline plus many plant vacation shut-downs resulted in decreased production of radio and television receivers in July, the Radio Manufacturers Association said Monday.

July production of all types of radio receivers by RMA member-companies dropped to 1,155,456 as compared to June's total of 1,213,142. However, a sharp increase in total set production occurred during the last week of July. In the work week ending August 1 a total of 357,240 radio receivers were produced as compared with 269,530; 187,723; 138,030, and 202,933 sets manufactured in the preceding work weeks.

Television receiver production in July of 10,007 was slightly below the record of 11,484 sets produced in June but well above the total of any other month reported this year. July's television receiver output was classified as follows: 5,546 radio table models, 2,591 radio consoles, 1,862 radio phonograph combination consoles, and 8 television converters.

FM-AM receivers produced by member-companies in July totalled 70,649, as follows: 14,176 table models, 485 consoles, 55,987 radio-phonograph combination consoles, and 1 table model radio-phonograph combination. July's FM-AM output was below that

concentrate its efforts in behalf of FM member stations into
business and program channels.

This policy was agreed upon unanimously last Monday
(August 25) by members of NAEB's FM Executive Committee in Washing-
ton, D. C., meeting for the first time under guidance of Richard
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The NAB, at the committee's suggestion, will invite
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Following up recent By-Law changes which provide for
direct representation for FM stations on the Line Branch of
Directors, the FM Committee recommended that nominations for this
purpose be held at the annual NAB convention next month. FM sta-
tions of both classes, A & B, television and facsimile stations,
may original under the new by-laws to one director-at-large each
whenever there are 25 members from each category within the
membership of NAB.

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1947 RADIO SET PRODUCTION UNDER; 20,000 TELEVISION SETS

A seasonal decline plus many plant vacation shut-downs
resulted in decreased production of radio and television
receivers in July, the Radio Manufacturers Association said today.

July production of all types of radio receivers by RMA
member companies dropped to 1,[illegible] as compared to June's total
of 1,213,[illegible]. However, a sharp increase in total set production
occurred during the last week of July. In the work week ending
August 1 a total of 324,[illegible] radio receivers were produced as com-
pared with 269,539, 187,[illegible], 139,030, and 105,[illegible] sets manu-
factured in the preceding four weeks.

Television receiver production in July of 19,007 was
slightly below the record of 21,[illegible] set produced in June, and well
above the total of any other month reported this year. July's
television production output was classified as follows: 6,345 radio
table models, 3,[illegible] radio consoles, 1,055 radio-phonograph combina-
tion consoles, and 7 television converters.

FM-AM receivers produced by member-companies in July
totalled 10,[illegible], as I llows: 1[illegible] table model,
25,[illegible] radio-phonograph combination consoles, and 1 table model
radio-phonograph combination. July's FM-AM output was below that

of 76,624 such sets in June as might be expected with the decline in overall set production. So far this year RMA set manufacturers have produced more than a half-million AM-FM and FM receivers--the July total bringing the 7 months' aggregate to 516,212.

Total radio set production by member-companies for the seven months of 1947 through July was 9,766,100.

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G.E.'s "VOICE OF WASHINGTON" BEGINS THIRD YEAR; LARGE STAFF

Commander T. A. M. Craven, vice president of the Cowles Broadcasting Company, General Manager of Station WOL in Washington, D. C., revealed that the morning edition of the "Voice of Washington" news programs which begin their third successive year under the sponsorship of the General Electric Company on September 1, will on that day be heard one-half hour earlier at 7:30 A.M., E.D.T. The evening broadcast will continue to be heard at 11:00 P.M.

The "Voice of Washington" is said to be prepared by one of the largest staffs of newspaper and radio reporters ever assembled by an individual station.

These programs are delivered by a voice known only as "The Voice of Washington." This voice was selected on the ability to present a straight-away delivery of news without any coloring, inflections or dramatic effects. The news is entirely devoid of editorial opinion or commentary.

The "Voice of Washington" news programs make extensive use of the GE Wire Recorder to bring WOL listeners the actual voices of the persons that make the news.

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GIVES HOLLYWOOD CREDIT FOR FACTORS IN TELEVISION'S GROWTH

We must not underestimate "the enterprise, sincerity, and importance of Hollywood's own fine television activities" in furthering the development of television, statedWarren R. Goldsmith, television worker from New York in an address on "Hollywood and East Coast Television" - presented before the Society of Television Engineers in Hollywood last week.

The speaker was introduced by Harry Lubcke, President of the Society of Television Engineers. Lubcke is Director of Television for the Don Lee Television System. Mr. Goldsmith said that Hollywood's motion picture industry is largely responsible for some major factors in the growth of television, since without

the photographic, optical, and film contributions of the motion picture, television's development would have been spasmodic and more difficult.

As to the important role which films will play in television, Mr. Goldsmith mentioned that "It is estimated that film will constitute 20 to 30% of all programs, and that it will take a relatively more necessary part in television than do transcription programs in present-day radio." Regarding network plans and operations, Mr. Goldsmith stated: "It is not unreasonable to assume that by 1950, radio relays and coaxial cables will bring network programs to the entire East and West, and that television networks will thus bind together the entire nation. Already over three thousand miles of the New York-Los Angeles link have been completed." The public's tremendous interest was emphasized when the speaker mentioned that in New York City, alone, "television is being exhibited in hundreds of restaurants, and over 1000 taverns."

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FCC STUDIES SHIP AND LIFEBOAT EMERGENCY RADIO EQUIPMENT

The Communications Commission last week adopted amendments to its Rules and Regulations for the purpose of deleting therefrom provisions with respect to lifeboat radio installations which became obsolete when, at the conclusion of hostilities, the U. S. Coast Guard cancelled certain lifeboat radio requirements. The effect of this action is to permit those ships which are required by the Safety of Life at Sea Convention or by the Coast Guard to carry lifeboat radio installations to have either one or two possible non-portable types of installations. One type of installation is the same as that permitted before the war. The other type of installation is one of the types of non-portable installations which was permitted during the war for use in lieu of a portable installation.

The Commission recognizes the importance from the safety standpoint of having adequate radio installations on board ship. In this connection, it is considered possible that portable radio installations should be permitted or required as part of the emergency equipment including the lifeboat radio equipment. The data available at this time are insufficient to afford a basis for a final conclusion in this matter and, therefore, the Commission through its Special Marine Safety Survey Group and in cooperation with other interested departments and agencies of the government and other interested persons is conducting a study to determine the facts and to ascertain whether recommendations should be made regarding any changes in the applicable treaties, laws and regulations.

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the photographic, optical, and film modifications of the motion picture, television's development would have been expensive and more difficult.

As to the important role motion films will play in television, Mr. Goldsmith continued that "it is estimated that films will continue to be used at present, and that we will take a relatively more necessary part of television than do transcription programs in present-day radio." Regarding network plans and operations, Mr. Goldsmith stated: "It is not unreasonable to assume that by 1960, Radio Relays and coaxial cables will bring network programs to the entire East and West, and that television networks will thus exist together the entire nation. Already over three thousand miles of the New York-Los Angeles link have been completed." The public's tremendous interest was emphasized when the speaker mentioned that in New York City, alone, television is being exhibited in numerous of restaurants, and over 1,000 taverns."

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FCC STUDIES SALT AND LIGHTSHIP EMERGENCY RADIO EQUIPMENT

The Communications Commission last week adopted amendments to its Rules and Regulations for the purpose of defining the operation provisions with respect to ~~(illegible)~~ radio installations which become obsolete owing to the curtailment of activities, the U. S. Coast Guard or called certain lightships radiotelephone. The effect of this action is to permit those ships which are required by the Safety of Life at Sea Convention or by the Commission to carry lifeboat radio installations to leave either one or two portable ~~(illegible)~~ types of transmitting equipment. One type of installation is now at trial period before the war. The other type of installation is one of the types of two-portable installations which was permitted during the war for use in lieu of a portable installation.

The Commission recognizes the importance from the safety standpoint of having adequate radio installations on board ships in this connection. It is contemplated that no portable radio installations should be permitted on completion of the emergency equipment including the lifeboat radio equipment. The data available at this time are insufficient to afford a basis for a final conclusion in this matter and, therefore, the Commission through the Special Safety Survey Group in cooperation with other interested departments and agencies of the government and other interested persons is conducting a study by determining the practicability of requiring lifeboat radiotelephone installations and to ascertain whether requirements should be made regarding any changes in the applicable treaties and regulations.

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ASCAP WILL FIGURE MOTION PICTURE REVENUE ON NEW BASIS

The American Society of Composers, Authors and Publishers (ASCAP) with the expiration of current licenses to motion-picture theatres to use its music, will use a new method to calculate charges for such use of music. The present method of scaling the license prices to reflect the sizes of theatres will be replaced by a formula in use in many other countries, relating the charge for use of music to the scale of admission prices. This new formula will effect an adjustment of the motion-picture rates commensurate with similar adjustments already effected among other of the Society's licensees.

Deems Taylor, President of ASCAP, defined the new formula as simple. "We merely ascertain the potential income from a capacity sale of the theatre for a single performance, and use that as the amount of the annual license fee. Since there are usually well over a thousand performances a year, it is simple mathematics to estimate that the Society will receive about one one-thousandth of each admission dollar."

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LONDON LISTENERS GO TO BED EARLY

BBC researchers have been looking into the "availability of listeners" in the evenings in Britain. "What they wanted to know was the number of people normally available to listen to the radio at certain times -- not how many actually do listen -- and they unearthed some curious facts" the BBC Overseas Press Bulletin explains. Among their discoveries, they observed that listeners in the North and in Scotland go to bed considerably later than do listeners elsewhere in the United Kingdom. Surprisingly, listeners around London go to bed earlier than those in any other part of Great Britain except the West. Bedtimes tend to get later with each step in the social scale and men tend to go to bed later than women do. Young people (sixteen-nineteen years) are specially likely to be unable to listen before 7.0 p.m. on weekdays, while listeners in the twenty-twenty-nine age group are those who stay up latest. Listening figures are nearest to saturation point between 6.0 and 6.30 and furthest from it between 6.30 and 7.30 p.m.

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DAVIS, ZENITH PATENT COUNSEL, DROWNED AFTER SAVING DAUGHTER

David McClure Davis, patent counsel for Zenith Radio Corporation since 1942, and before that with General Electric, was drowned after he saved a daughter's life when their boat capsized in Santa Rosa Sound on the Gulf of Mexico, near Ft. Walton, Florida.

ASCAP WILL FIGHT MOTION PICTURE INVASION OF NEW RADIO

The American Society of Composers, Authors and Publishers (ASCAP) with the expiration of current licenses to motion-picture theatres to use its music, will use a new method to calculate charges for such use or music. The present method of scaling the license granted to vaudeville and theatres will be replaced by a formula in use in many other countries. Including the charge for use of music to the scope of advertising purposes. This new formula will affect an estimated 17,000 motion-picture theatres commencing with similar adjustments already effected among other of the Society's licensees.

Deems Taylor, President of ASCAP, defined the new formula as simple. "We merely ascertain the potential income from a capacity sale of the theatre for a single performance, and use that as the amount of the annual license fee. Since there are usually well over a thousand performances a year, it is within reasonableness to estimate that the Society will receive about one one-thousandth of such admission dollar.

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LISTEN BROADCASTERS OF TO AND LISTEN

BBC researchers have been looking into the "availability of listeners" in the evenings in Britain. What they wanted to know was the number of people normally available to listen to the radio at certain times -- not how many actually do listen -- and they unearthed some curious facts. The BBC Overseas Press Bulletin explains. Among their discoveries, they observed that listeners in the North and in Scotland go to bed considerably later than do listeners elsewhere in the United Kingdom. Surprisingly, listeners around London go to bed earlier than those in any other part of Great Britain except the West. Bedtimes tend to get later with each step in the social scale and men tend to go to bed later than women do. Young people (adolescent-to-twenty years) are especially likely to be awake to listen late; p.m. on weekdays. Milk listeners in the twenty-to-forty-age group are those who stay up latest. Listening figures are nearest to saturation point between 6.0 and 9.30 and fastest from it between 6.30 and 7.30 p.m.

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DAVIS, FORMER FARNY OFFICER, BECOMES AFRTS BROADCASTER

David McClure Davis, patent counsel for Zenith Radio Corporation since 1942, and before that with General Electric, was drowned after he saved a daughter's life when their boat overturned in Santa Rosa Sound on the Gulf of Mexico, near Fort Walton, Florida.

Mr. Davis was in the boat with his wife, Mary, their two daughters, Rebecca,8 and Sally, 5, his sister and two other persons. The group was picnicing on a small island off the coast. When they got ready to leave their motor boat wouldn't start and they began drifting. Suddenly the motor started and the prow of the boat shipped water and capsized. Each of the adults took a child and started swimming for shore. Mr. Davis, who was on the crew at Princeton, had Rebecca. Mrs. Davis had already reached shore with Sally and came back and took Rebecca from Davis. When she reached shore again and looked back, Davis had disappeared. The Davises have one other daughter, Nancy,2, who was not in the boat at the time.

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MOTHER AND BABY KILLED WHEN RADIO FALLS INTO BATH

A warning not to have small portable radios too near the bath tub came from Salt Lake City last week when a 22-year-old mother and her 14-month-old daughter were killed when a small table model radio apparently fell or was pulled accidentally into a bath tub in which the two were bathing last night.

Dr. Clarence R. Openshaw, Salt Lake City physician, said Mrs. Norman Waagen was electrocuted, while the baby possibly died from a combination of drowning and electrocution.

Dr. Openshaw said he believed the baby pulled the electric cord on the radio, causing it to fall into the water.

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NEW BRITISH GUIDE TO BROADCASTING STATIONS

Details of an additional 130 new broadcasting stations are given in the second edition of the British Guide to Broadcasting Stations, published by Iliffe and Sons, Ltd. (1s. 0d. net) London. The compilers have had the help of the BBC Receiving Station at Tatsfield, Kent, in checking the frequency measurements of the 1,200 stations listed in the revised edition. The situation, call-sign, frequency, wavelength, and, where known, the power of some 900 short-wave stations throughout the world are an outstanding feature -- and one invaluable to every long-distance listener.

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FATHER GETS HERO SON'S AMATEUR CALL LETTERS

The Federal Communications Commission, to grant Ernest Melvey of Seattle, Washington, permission to change his amateur station call letters from W7HVS to W7HUX, waived its rules which

Mr. Davis was in the boat with his wife, Mary, their two daughters, Rebecca, 8 and Sally, 5, his sister and two other persons. The group was picnicking on a small island off the coast. When they got ready to leave their motor boat wouldn't start and they began drifting. Suddenly the motor started and the prow of the boat swirled water and capsized. Each of the adults took a child and started swimming for shore. Mr. Davis, who was on the crew at Princeton, had Rebecca. Mrs. Davis had already reached shore with Sally and came back and took Rebecca from Davis. When she reached shore again and looked back, Davis had disappeared. The Davises have one other daughter, Nancy, 6, who was not in the boat at the time

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MOTHER AND BABY KILLED WHEN RADIO FALLS INTO BATH

A warning not to have small portable radios too near the bath tub came from Salt Lake City last week when a 22-year-old mother and her 14-month-old daughter were killed when a small table model radio apparently fell or was pulled accidentally into a bath tub in which the two were bathing last night.

Dr. Clarence E. Openshaw, Salt Lake City physician, said Mrs. Norma Wangen was electrocuted, while the baby possibly died from a combination of drowning and electrocution.

Dr. Openshaw said he believed the baby pulled the electric cord on the radio, causing it to fall into the water.

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NEW BRITISH GUIDE TO BROADCASTING STATIONS

Details of an additional 150 new broadcasting stations are given in the second edition of the British Guide to Broadcasting Stations, published by Iliffe and Sons, Ltd. (1s. 6d. net) London. The compilers have had the help of the BBC Receiving Station at Tatsfield, Kent, in checking the frequency measurements of the 1,000 stations listed in the revised edition. The station, call-sign, frequency, wavelength, and, where known, the power of some 200 short-wave stations throughout the world are an outstanding feature -- and one invaluable to every long-distance listener.

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RADIO GETS HERO SON'S AMATEUR CALL LETTERS

The Federal Communications Commission, to grant Ernest Meloy of Seattle, Washington, permission to change his amateur station call letters from WTPVS to WTPVC, waived its rules which

require that amateur calls be assigned systematically to prevent partiality. The extenuating circumstances which caused the Commission to make this exception was Mr. Melvey's desire to use the call letters of an amateur station which had been operated by his late son, Robert, who died in action aboard the cruiser Nashville when that ship was hit by a Japanese suicide plane during the war. The Commission was impressed by the father's wish to perpetuate his son's call letters on the air "in remembrance of the good times" the two had together.

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PAUL SPEARMAN, EX-FRC COUNSEL, MENTIONED TO SUCCEED SEN. BILBO

If the lightning should strike Paul D. P. Spearman and he would be elected to succeed Senator Theodore Bilbo of Mississippi, radio would be well represented by a newcomer on Capitol Hill. Mr. Spearman, a native of Mississippi, was former chief counsel of the old Federal Radio Commission. When the late Judge Eugene Sykes, also from Mississippi, former chairman of the FRC, retired he went into partnership with Mr. Spearman. The latter is still an active practitioner in the field of radio and communications and is the senior partner of the law firm of Spearman and Roberson in Washington.

Leading candidates in the race for the vacancy created by Senator Bilbo's death are Rep. Wm. M. Colmer of Mississippi and Paul B. Johnson, Jr., 31 year old Marine veteran of World War II. There is just a chance that Rep. John E. Rankin of Mississippi may also get into the contest.

Decision of Governor Wright of Mississippi to allow the seat to remain vacant until the State's general election November 4, presaged a wide open race with anyone able to get 50 names on a petition eligible for the scuffle, and already more than a dozen names have been mentioned.

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R.C.A. AWARDS FIRST RESEARCH FELLOWSHIPS

The Fellowship Board of the National Research Council, Radio Corporation of America, last Monday announced the first awards in a fellowship program to provide for advanced graduate study and research in electronics.

The awards, providing stipends ranging from $1,600 to $2,100 for a year of academic work, plus a maximum of $600 for tuition or necessary equipment, have been made possible by a grant to the Research Council from R.C.A.

Winners for 1947-1948 are Arnold S. Epstein, Leigh University; Willis W. Harman, the University of Washington; Arnold R. Moore, Polytechnic Institute of Brooklyn; Sol Raboy, Brooklyn College, and H. Gunther Rudenberg of Harvard University.

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ABC GIVES REPUBLICANS EQUAL TIME ON POLITICAL RALLY

That a request by the Republican National Committee for equal time to counterbalance the forthcoming special program of the Democratic National Committee has been granted by the American Broadcasting Company, was learned by Jack Gould of the New York Times. The ABC network is carrying on a sustaining basis the Democratic 'radio rally,' scheduled for 10 P.M. on Tuesday, Sept. 2. The Republicans, who also will have a half hour at their disposal, have not yet indicated what type of program they will offer. The date of their program will be fixed after the Democratic broadcast, it was reported.

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MASTER TELEVISION ANTENNA SYSTEM BEGINS DISTRIBUTION

L. Bamberger & Co. of Newark, N. J. will be the first agent for the master television antenna system produced by Intra-Video Corporation, according to an announcement by Alexander Lewi, executive vice president of the store's home furnishings division.

The system will enable realtors to install one antenna array on an apartment house roof, providing unlimited outlets in the building. Mr. Lewi said it was developed by Telicon Laboratories, in New York City, and had been approved by the Television Broadcasters Association.

Sol Sagall, president of Intra-Video Corporation, predicted that the master antenna system will develop into a $150,000,000 industry.

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SENATORS OPPOSE U. S. PROGRAM REGULATION, MBS POLL REVEALS

Most of the U. S. Senators who will commit themselves on the matter, even privately, are flatly opposed to government regulation of radio programming -- but there are enough of those who feel otherwise or who won't say how they feel to keep the broadcasting industry from lapsing into any smug attitude toward its freedom of the air. That, at least, is the way Paul Sulds of Mutual's Washington staff sees it on the basis of a confidential poll he took of 79 Senators, according to Variety.

Sulds, who revealed last week that a majority of Senators aren't opposed to "messages" in Hollywood films, disclosed this week his tabulation of the Senators' answers to another of his 25 questions: "Do you think the Broadcasting industry should be regulated as far as program content is concerned?"

The solons' answers, which could be interpreted as no less than mixed viewing, if not a frown, for the FCC's Blue Book, were tallied by Sulds as follows:

NO - 38 (24 Republicans, 14 Democrats).

YES - 19 (9 Republicans, 10 Democrats).

UNDECIDED - 6 (3 Republicans, 3 Democrats).

NO COMMENT - 15 (8 Republicans, 7 Democrats).

The Mutual poll-taker pointed out that undecided and the "no comment" Senators, added to those answering "yes", totalled 40 - one more than the number opposed to controlling program content.

Those who answered the question in the negative, Sulds reported, generally took the stand that the government should stay completely away from restrictions on freedom of expression in radio or any other medium. On the other hand, those who wanted some form of controls over program content were concerned almost entirely with news broadcasts and commentators. Oddly enough, Sulds added, the latter group included some of the most liberal as well as some of the most reactionary Senators. Almost to a man, they feared slanting of political news and comments in the opposite direction from which they themselves leaned.

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GOV. DONGAN BROADCASTING CO. RECOMMENDED FOR WOKO FREQUENCY

The Communications Commission last Tuesday (Aug. 26) announced adoption of its Proposed Decision of a Hearing Examiner's recommendation looking toward granting the application of the Governor Dongan Broadcasting Corp. for a construction permit for a new standard broadcast station at Albany, N. Y., to operate with 5 KW power on 1460 kc, unlimited time, which is the frequency to be relinquished by Station WOKO Albany pursuant to the Commission's denial of renewal of license to that station.

At the same time the Commission concurred in its Examiner's recommendation proposing to deny the mutually exclusive applications of Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Co. Inc., for the same facilities; also an additional

application of the Joseph Henry Broadcasting Co. Inc. for a license to operate the present facilities of WOKO.

The proposed grant would be conditioned to the Governor Dongan Broadcasting Corp. filing within 60 days, and approval of an application for modification of a construction permit incorporating the nighttime directional antenna system proposed by the Joseph Henry Broadcasting Co. and the selection and approval of a site which would enable it to give complete coverage to the city of Albany. By separate order, the Commission extended for one month from August 31 the temporary authority under which WOKO is operating.

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NEW YORK TELEVISION PICTURE REPORTED SEEN NEAR CHICAGO

Although television broadcasts are supposed to be limited in distance to the horizon -- somewhere around thirty miles -- R. E. Nord of St. Charles, Illinois reports partial reception of WCBS-TV, Columbia's television station in New York City. St. Charles, located thirty miles west of Chicago, is approximately 1,000 miles from New York.

"The lines in your test pattern were very sharp and clear cut and the name New York stood out like a printed sign," commented Nord who received the signal on a 30-tube table model. As proof of the pickup, he accurately drew the WCBS-TV test pattern on his letter paper.

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PETRILLO TO CONFER WITH NETS ON FM -- GOVERNMENT STUDIES CASE

James C. Petrillo, president of the American Federation of Musicians, has accepted the proposal of the heads of the four networks for a further meeting on the problem of simultaneous duplication of network musical programs on both frequency modulation and standard stations. The meeting is expected to be held the second week of September in Chicago, Jack Gould writes in the New York Times. Last week Mr. Petrillo formally rejected the plea of the four networks to authorize such duplication.

Meanwhile, representatives of the networks are scheduled to meet tomorrow afternoon with officials of the Department of Justice in Washington on the legal implications of Mr. Petrillo's refusal to permit duplication. The Frequency Modulation Association, which originally took the FM matter to the department, claims that there is nothing in the contract between the networks and the musicians to prevent duplication. The networks maintain that their contracts apply only to standard broadcast stations.

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SCISSORS AND PASTE

Tavern Television Proves Sharp Competitor to Juke Box
("Variety")

Jukebox operators are beginning to feel the competition from television sets located in taverns in the Chicago area. Loss of revenue from such spots, compared to the takes of a year ago, ranges from 10% to 50%, according to such major firms in the jukebox operating field as the Universal Automatic Machine Co. and the ABC Music Service Corp.

(Reports from all over the country also reveal jukebox declines in taverns as a result of television).

It's in the early evening hours when television in the taverns gets heaviest attention. Diskbox have found that during the videocasts, which average three hours nightly, nickel-dropping is at its lowest ebb. On a typical 100-box route collections are down from an average of $7 per box to $6 and $5, directly attributable to tele interference. This reflects a minimum loss of $100 a week to the distributor. Other ops figure their losses are running as high as $300 on a 100-machine route.

Projecting the situation nationally, the loss, if the $1 per week reduction were made the norm, could easily reach $250,000 for the year, without taking into account the anticipated expansion of video sets. New York is figured to have a minimum of 2,000 sets in taverns, while in Los Angeles it's at least 500. An additional 500 may be counted on in such videocasting areas as Washington, Philadelphia and St. Louis.

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Moscow Radio Committee Samples Alka-Seltzer
("Editor and Publisher")

During the recent Foreign Ministers Conference in Moscow broadcasts, Russian radio authorities would gather in the studio to listen to the feedback programs from the U.S.

Henry C. Cassidy of the Associated Press staff in Russia said one of them asked: "What is this Alka-Seltzer we hear so much?"

Cassidy produced a bottle of the stuff and passed it around. Each of the Russians took a sip, whereupon a censor asked Cassidy: "Is this stuff poison?"

Assured it was not, the censor commented slyly: "You could have poisoned the whole Moscow radio committee."

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Radio Audiences O.K. Sometimes; Sometimes Not

On a straight vote, says the radio critic of the London Observer, W. E. Williams, in the latest issue of The BBC Quarterly, the majority of listeners would probably favour the abolition of the studio audience. "But," he goes on, "if the question were broken down into components, the decision might be far less of a foregone conclusion."

Mr. Williams analyses, in his article, a problem that has long provoked professional, as well as lay, controversy. There are programmes, he says, in which the audience is an indispensable partner -- "Have a Go," for example; there are others -- he cites Variety productions -- in which an audience "is required as a catalyst," and of these he is critical, deprecating reliance on visual stimulus as incompatible with the nature of radio.

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BBC Gets Its Foot Into It Broadcasting Spanish Bullfight

(L. Marsland Gander writing from London in "New York Times")

The summer doldrums of British radio have been enlivened by a sudden squall caused by a bullfighting broadcast. Edward Ward, formerly a BBC war reporter, went down the old Spanish trail at Easter, and, among the recordings which he made on old Spanish customs, was a bullfight commentary. Though at times Ward seemed carried away by the poetry of an exciting spectacle, it was not a particularly callous commentary.

The BBC included the bullfight record, which lasted eight minutes, in a program lasting an hour and a half describing Easter festivities in Denmark, Greece, Austria, Spain and Italy. Soon the humanitarians were in full cry. The Performing Animals Defence League sued in the High Court for an injunction to restrain the BBC from broadcasting the commentary again. The motion was dismissed and the BBC then proceeded to rebroadcast the whole program, this time on the sacred and serious Third program wave lengths.

This brought 91-year-old George Bernard Shaw bounding into the arena and calling, in a letter to The Daily Telegraph, for an inquiry into the mental condition of the BBC. In his youth, said Shaw, England was proud of having abolished bear baiting and all such savageries. But now!!

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Paul Porter Will Tell Why It Was All Greek To Him

("Washington Post")

Paul Porter, ex-FCC chairman and the former special Ambassador to Greece, has written his first magazine piece about his mission. It will be published by Collier's September 12 and is called "Wanted in Greece -- A Miracle." Porter presented the check for this article to the Americans for Democratic Action.

TRADE NOTES

Look published by Gardner Cowles, Jr., who is also president of the Cowles Broadcasting Company, advertises it has gained 3,000,000 readers in 1947 over 1946, largest gain among the Big Three magazines whose magazine audience now is: Life, 26,000,000 readers; Look, 15,650,000, and Saturday Evening Post, 13,750,000.

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The Clear Channel hearing, which was scheduled to reopen September 29, at the FCC, has been postponed until October 14.

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"Information Please," will become a weekly half-hour coast-to-coast attraction of the Mutual Broadcasting System beginning at 9:30 E.D.T. Friday, September 26, when it is offered for the first time for sponsorship locally in areas as the network's newest co-op show.

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Offering a potential circulation of 200,000 at little cost, plus an opportunity to experiment with advertising commercials in the new medium, George Moskovics, WCBS-TV Commercial Manager, addressed his third sales letter in the CBS program availabilities series to the membership of the Association of National Advertisers on the subject of commercial films. 70% of the ANA roster, it is reported, has such films for promotion purposes.

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The American Radio Relay League has appointed Albert E. Hayes, jr., radio amateur of Baltimore, to the full-time post of National Emergency Coordinator to promote and supervise amateur preparedness to supply disaster communication.

"A study of past experiences," ARRL states, "particularly in the recent Texas City catastrophe, has shown that to be prepared for efficient performance requires not only a highly-organized local planning program but also the co-ordination of existing nation-wide amateur radio networks as relay routes for emergency traffic. Organization at the national level must therefore be tightened."

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Had the pilot of the plane in which Ambassador Atcheson crashed enroute from Japan sent an earlier warning that he was in trouble, radar could have expedited rescue efforts, an expert observed.

Naval Capt. Walter S. Mayer, jr., of Staten Island, N.Y., who helps direct the Hawaii Air-Sea Rescue Center, said, however, that the warning did not come until the plane was 30 minutes from disaster.

With a two-hour warning, he explained, a rescue plane could have been guided by radar to the imperilled plane to pin-point the crash position and direct rescue vessels to the exact spot.

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On his morning show over WTOP-CBS, Washington, Arthur Godfrey told of the need for relief for the Chinese people ravaged by floods.

The next day Godfrey got a letter from Congressman Walter H. Judd, 5th District of Minnesota, asking for the script of the broadcast. In his own hand, the Congressman added a P.S.:

"As a result of your broadcast, a physician in D.C. has called to donate $300 worth of drugs to China Relief. It must have been good!"

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At the time of ABC's birth in January 1942 as the Blue Network it had a total of 116 affiliates of which 80 were in the leading market areas of the U.S. At the close of 1947, ABC will have a total of 265 affiliates of which it says at least 167 will serve the nation's top 200 markets.

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Owners of portable and midget "personal" radios, formerly limited to the use of ordinary flashlight cells as "A" batteries, are now offered a new-type, sealed-in-steel radio "A" battery especially designed for use in smaller sets and recently placed on the market by the Tube Department of the Radio Corporation of America.

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Davy Jones' locker soon may be opened to the public as a result of an underwater television experiment in Bikini lagoon, the Navy announced Tuesday night (Aug. 26).

A group of scientists and naval officers sat on a deck of a surface ship and watched the fish swim by a television camera 160 feet below the surface of the sunken submarine Apogon.

Deep sea divers who recently explored the sunken craft reported the five-inch square deck television screen approximated in clarity what they saw on the bottom during underwater searches.

The Navy said the television camera was lowered to the deck of the Apogon, a target ship in the Bikini atom bomb explosion. It was focused from the vessel floating atop the lagoon.

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Listening to a radio program is an important part of the week's work for half a million students in 4,000 Western schools. Every Thursday at 10 a.m., school radios are tuned in to the Standard School Broadcast, presented from San Francisco by Standard Oil of California.

Then, back in their classrooms, the children relate the classical music they have heard to their studies. Often they meet and discuss music with the musicians who have performed for them.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1790

September 3, 1947

MUSHROOM STATIONS WORRY BROADCASTERS; CASUALTIES INEVITABLE

Although it is confidently predicted that the sale of radio time this Fall and Winter will exceed that of a year ago, broadcasters are apprehensive at the way stations are springing up all over the country both AM (Standard) and FM (Frequency Modulation), particularly the latter. They are all competing for the same advertising dollar and the belief is that sooner or later many of the smaller stations will have to throw up the sponge.

Perhaps as good a cross-section as any is the way the broadcasting stations in Washington, D. C. have multiplied. Before the war the city was thought to be well covered by the four standard wave network stations WMAL-ABC, 5,000 watts; WRC-NBC, 5000 watts; WOL-MBS-Cowles, 5000 watts, and WTOP-CBS, 50,000 watts. FM at that time had hardly been heard of.

Then consider the amazing expansion in Washington today. Three more AM stations have been added in downtown Washington, all independents - WINX, 250 watts, operated by The Washington Post modeled along the lines of WQXR the station of the Times in New York City, news every hour on the hour, classical music, etc.; WQQW, 500 watts, daylight time only, and WWDC, 250 watts. Then add to that six comparatively new standard wave stations in the greater Washington area - WPIK, Alexandria, Va., 1000 watts, daylight; WARL, Arlington, Va., 1000 watts, daylight; WGAY, Silver Spring, Md., 1000 watts, daylight; WBCC, Bethesda, 250 watts daylight; WEAM, Arlington, Va., 1000 watts daylight, and WOOK, Silver Spring, Md., 250 watts.

Then add to that the six FM stations in the Washington area WINX-FM, WRC-FM, WWDC-FM, WPIK-FM and WGAY-FM. Incidentally, it is possible to pick up WINC-FM at Winchester, Va., ninety miles away from Washington just as many Baltimore stations forty miles distant as both AM and FM are clearly heard. However, just counting the broadcasting stations in greater Washington, their number has grown from four before the war to ninetten as of today (13 AM and 6 FM outlets). And this doesn't take into consideration that the number of Washington FM stations may be doubled or even tripled in the near future.

Indicative of what may happen to these stations is the fate of WQQW, a daytime proposition in Washington. No station ever started out with a bigger fanfare than this one. Its General Manager was Edward M. Brecher, onetime assistant to J. L. Fly, former Chairman of the Federal Communications Commission and one of the "Blue Book" framers. It was to be the "Blue-Book" station of the nation and as such received national publicity. It issued a "listeners' bill of rights" promising no more than four commercials an hour, no two in a row and no more than one a minute. Also the station was to feature classical music the same as WQXR in New York City but WINXbeat WQQW to it on this so the latter never had a corner on the so-called "good music". WQQW stated that it was par-

ticularly anxious "to foster better relations among the racial, religious and social groups".

So far so good, but apparently the thing didn't jell for though listeners' letters of commendation piled up and an American University survey showed it to have an audience of 49,000, probably the largest of any of the daytimers, word got around that after seven months of operation the station was losing heavily. One estimate was that it was as high as $181,000 in the red; another that the deficit was $150,000. There was a stockholders' meeting August 18th which adjourned for a further session early this month. The object of the meeting was said to have been to sell the station immediately but according to a current report there were no takers which if true was a thing which never happened before to a radio station in this part of the country.

Another significant thing which might indicate to the FCC which deals out the licenses so freely that the saturation point has almost been reached was last week when WBIX, a 1 KW daytime outlet in Rome, Ga., requested the FCC to cancel its permit. This was the first postwar license turned in. WBIX, one of four stations in Rome, quit after six months on the air.

It was learned that about 20 construction permits have been forfeited recently. Yet the applications are still coming in at the FCC at a rate of 45 to 50 a month, which is about the same as last year at this time. Leaving out FM applications, 150 daytime applications are held up at present awaiting the outcome of the clear channel hearings. There is a possibility of the FCC letting down the bars and permitting some daytime stations within 750 miles of the clear channel operators. No decision will be reached on this at least until after October 1st or whenever the clear channel hearings will be held.

Many of the pending applications are believed to be flash-in-the-pan propositions, therefore, as someone put it, the "gold rush" for radio station licenses seems to be about over.

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RCA INDIANAPOLIS PLANT BEGINS MAKING TELEVISION SETS

The manufacture of television receivers at the RCA Victor plant in Indianapolis began last week. Television set production at the Indianapolis plant will supplement existing set manufacturing at the RCA Victor Camden, N.J. plant.

Installation of the television manufacturing operation followed the recent completion of the Home Instrument's factory modernization program at Indianapolis, the result of which is said to be the largest, single plant employing modern manufacturing methods devoted solely to producing console radio-phonographs. About $750,000 was spent in setting up the new section and on television production facilities.

First to go into operation was the chassis assembly line. Additional chassis lines and final assembly lines will be added this week. The first television console instruments are expected to be completed by mid-September.

The Indianapolis plant is one of three RCA Victor Home Instrument plants in Indiana. Others are located in Bloomington, where table model radios and Victrola radio-phonographs are manufactured, and in Monticello, a cabinet factory.

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TAYLOR, CBS V-P; BURKLAND, MGR. WTOP, LAUNCH RADIO WORKSHOP

Davidson Taylor, Vice-President of the Columbia Broadcasting System, addressed more than 200 school teachers, students, and club leaders yesterday (Tuesday, Sept. 2) as the third annual WTOP-CBS Radio Workshop got under way at Wilson Teachers College in Washington, D. C.

Other speakers were Carl J. Burkland, General Manager of WTOP-CBS; Dr. Hobart M. Corning, Superintendent of Washington Public Schools; Dr. Clyde M. Huber, Chairman of the Radio Committee of the D.C. Schools; and Mrs. Hazel Kenyon Markel, WTOP-CBS Director of Education and Director of the Radio Workshop.

Sponsored by the D.C. Public Schools, WTOP, and CBS, the Workshop offers college credit for the two-week session. Courses include script writing, production, classroom use of radio, lectures by authorities in government, education, and radio, and observation of actual rehearsals and airing of shows.

Extra-curricular sessions are scheduled at the WTOP-CBS studios for voice recording and analysis, and observation of live network and local shows.

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INTERNATIONAL DETROLA MORE THAN DOUBLES ITS SALES

Consolidated sales of $53,028,515.81 for the nine months ended July 31 by International Detrola Corporation of Detroit and subsidiaries were reported last week by C. Russell Feldmann, President and Board Chairman.

"These sales, which are more than double the 1946 figure of $25,790,435.91 for the same period, reflect principally the addition of our steel and coal operations and also the completed acquisition of Universal Cooler Company of Canada, formerly a partly owned subsidiary", Mr. Feldmann said. Most of the gain is in steelmaking, he indicated.

"Steel sales now represent about 32 per cent of Detrola's entire business, which embraces manufacturing divisions in refrigeration and air conditioning, home and automobile radios, phonographs,

special machinery, aircraft power plants and sub-assemblies and other products, Mr. Feldmann disclosed.

The corporation had total sales of $40,810,028.22 for all of fiscal 1946, and net profit of $1,012,123.92.

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OVERSEAS RADIO, CABLE RATE INCREASE INADEQUATE, SAYS MACKAY

Mackay Radio & Telegraph Company, All America Cables and Radio and Commercial Cables Company have requested the Federal Communications Commission to revise upwards its recent order of an increase in overseas radio and cable rates. A petition presented by James A. Kennedy, General Attorney, states the rates authorized by the Commission's report "will not provide adequate revenue to maintain either the individual carriers or the United States international telegraph industry collectively on a sound and stable financial basis. The Report shows that of the nine major carriers in the field, four (which, in the first six months of 1946, handled more than 28% of the international telegraph words) will be operating with substantial deficits under the new rates.

"The Report recognizes a total investment in the industry approximating $72,000,000, yet permits outbound rate increases which allow an estimated net revenue for the industry as a whole of only $1,560,000 or approximately 2.2% return on investment before Federal income taxes. Even in the event the highly nebulous inbound rate increases suggested by the Report can be fully effected, the return on investment would still be only 3.6% before taxes. At the hearing in this matter, the carriers generally supported the soundness of a 10% rate of return after taxes in view of the inherent risks to which the industry is subject, and the Commission witness on this point indicated that, in his opinion, a return of 6% would not be unreasonably high."

"Since the record in this proceeding was closed, the petitioners have been faced with increased labor costs, of which the Commission has been informed and to which reference is made in the Concurring Opinion. The wage increases payable by The Commercial Cable Company will approximate $130,000 and will increase its estimated loss under the new outbound rates from $665,000 to $795,000. The wage increases payable by Mackay Radio and Telegraph Company will approximate $330,000 and will increase its estimated net loss under the new outbound rates from $307,000 to $637,000. The wage increases payable by All America Cables and Radio, Inc. (in the United States) will approximate $140,000 and will reduce its estimated net revenue under the new outbound rates from $978,000 to $838,000. In addition, we wish now to advise the Commission that wage increases which have been negotiated at Latin American points since the hearing will result in increased operating costs to All America in an amount in excess of $100,000 without considering those negotiations still in progress involving substantial amounts. Thus, the estimated net operating revenue to that carrier will be reduced further to an amount less than $738,000."

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DURR EXIT RUMOR AGAIN BOBS UP; COLLEGE POST MENTIONED

The reported resignation of Commissioner Clifford J. Durr of the Federal Communications Commission has again come to the fore. It tends to confirm a previous report that Mr. Durr, fearing he may not be reappointed when his term expires next June, and if reappointed may not be confirmed, has his eye on a college faculty position. Mentioned as possibilities are the presidency of the University of Alabama, of which Mr. Durr is a graduate, and a law professorship at Yale.

There have been rumors that Chairman Charles R. Denny and Commissioner E. K. Jett would resign - reason given high cost of living. Chairman Denny has been spoken of as successor to Judge A. L. Ashby, Chief Counsel of the National Broadcasting Company, and Mr. Jett as a member of the proposed new International Frequency Commission.

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DEMOCRATS FIRST RADIO RALLY IS A SUCCESS; REPUBLICANS NEXT

The first broadcast political rally of the Democratic party through the facilities of the American Broadcasting Company last Tuesday night was acclaimed by party leaders as a big success. Mark Woods, President of ABC, said that equal opportunity to be heard would be given to the Republicans at an early date.

Gael Sullivan, Executive Director of the Democratic National Committee, conducted the unusual political meeting from Washington, picking up Democratic speakers from six States.

Jumping the gun on the 1948 election, still a full year away, Sullivan appealed for "doorbell ringing" and hard work in the precinct to turn out the 60 million voters who stayed home last election day.

Speaker after speaker blamed the Republican-controlled Eightieth Congress for inaction on vital domestic issues and predicted return of President Truman and a Democratic Congress in 1948. Speeches by Sullivan, Mayor William O'Dwyer of New York, Representative Helen Gahagan Douglass of California, Mayor Hubert Humphrey of Minneapolis, President Marshall Hanley of the Young Democratic Clubs of Indiana, Senator Francis J. Myers of Pennsylvania and Senator Brian McMahon of Connecticut were piped into local Democratic rallies from coast to coast.

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EX-REP. JONES OF OHIO TO TAKE OVER AT FCC SEPT. 5

Former Representative Robert F. Jones (R), of Ohio, will assume his new office next Friday, September 5th, as Federal Communications Commission to succeed Ray C. Wakefield of California, whose renomination for a seven year term was withdrawn by President Truman. Supreme Court Justice Harold Burton, of Ohio, will administer the oath to Mr. Jones and the ceremonies will take place in the FCC, Room 6121 at 10 A.M. Mr. Jones, who is 40 years old, will be the youngest member the Commission has, with the exception of Chairman Denny, who is only 35. He was endorsed by both Senators Taft and Bricker of Ohio.

In the meantime tributes from Mr. Jones' former colleagues in Congress continue to come in. Said Rep. Walt Horan of Ohio:

"'That fellow, Bob Jones - I sure wish he was on our team!'

"That statement came from Mr. Charles E. Cone, of Ephrata, Wash., and the official Columbia Basin Commission of the State of Washington. It came after the firstpassage through the House of the Interior Appropriations bill.

"It was an outright compliment from one who believes in soundwestern development. It was acompliment from a man who did not agree with the cuts which had been made in the President's budget for western development in general and the Columbia Basin project in particular. It was acompliment to the legislative craftsmanship of the Honorable Robert Jones of Ohio."

This tribute came from Representative Robert A. Grant of Indiana:

"I would not let this opportunity pass without adding my words of affection, admiration, and respect for our colleague, Bob Jones. There is now much new that can be added save to say that Congress is losing one of its most able Members, and in the well-chosen words of our minority leader, the Federal Communications Commission will receive amost valued member.

"I, too, came to Congress along with Bob Jones, and during these 9 years that we have served together I have learned so well to know those sterling qualities of Bob Jones that have endeared him to all of us who have served here."

Representative John C. Kunkel of Pennsylvania spoke in the same vein:

"Bob Jones came to the Seventy-sixth Congress as a new Member at the same time I did. Since then he has been one of my closest and best friends. I liked and admired him from the first. Through the years that feeling has steadily grown. I have always respected his sincerity, his integrity, and particularly his

ability. I have never seen or heard anyone handle an appropriation bill on the floor of the House of Representatives with more judgment, clarity, finesse, and ability than that exercised by Robert F. Jones, of Ohio. His departure from our midst is a real loss to the Congress and the people. I am glad his services will be continued in Government. Bob, here's wishing you happiness and success in your new career."

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MANUFACTURERS COMBAT FOREIGN BANS ON RADIO SETS

Industry action to oppose recent restrictions by several Latin American countries on importation of receiving sets is being taken by the Radio Manufacturers' Association Export Committee. Nine countries, headed by Mexico, Argentina, and Chile, have restricted American set imports, largely because of U. S. dollar shortages.

"Bootlegging" of radio sets across the border into Mexico is a probable result of the Mexican prohibition, according to the RMA Export Committee. No saving in dollar exchange, higher radio costs to the Latin American public, loss of foreign governments' revenue from duties and no local labor increase are other probabilities, according to the RMA Export Committee.

Aroused by the Latin American restrictions, a special meeting of the RMA Export Committee was held in Chicago, with Chairman James E. Burke presiding. Steps were taken to combat the Latin American bans against American radio. Action with the several Latin American governments through local distributors and other representatives of American manufacturers is planned, together with assistance from the State and Commerce Departments.

Procedure in defense of the American industry's export interests in Latin America will be further considered at another meeting of the RMA Export Committee on September 15th in New York City.

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BRIG. GEN. CHARLES E. SALTZMAN NEW ASST. SEC. OF STATE

Charles E. Saltzman, son of former Federal Radio Commission Chairman Gen. Charles McK. Saltzman, was sworn in Tuesday as Assistant Secretary of State in charge of occupation policies.

Mr. Saltzman, 43 years old, a former Vice President and Secretary of the New York Stock Exchange, served with the Army from 1925 to 1930 and rejoined in 1942, when he went overseas on the staff of Gen. Mark Clark. He was appointed Brigadier General in 1945, and accompanied General Clark to Vienna to direct public administration in the American zone of Austria.

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RADIO AND RADAR LEAD IN WEEK'S LIST OF NEW PATENTS

Patents were granted last week for new radio and radar devices for aircraft landing systems, armed services and other uses.

To guide the landing of aircraft under conditions in which normal vision is inadequate, John W. Downie of Schenectady, N.Y., patented (No. 2,426,440) and assigned to the General Electric Company, a radio apparatus, substantially unaffected by signal strength, for producing on the pilot's cathode ray receiving screen a perspective representation of the runway in which the proper approach and glide angle are indicated by luminous spots beamed from speed beacons along the landing strip.

These indications, by a combination of control means, correspond exactly, it is said, with the view of the landing strip which the pilot would have were it possible for him to view it through a window when approaching the runway.

Having in mind the preference of pilots for personal lookout observations; their tendency, even under conditions of zero visibility, to look away momentarily from the instrument panel, and the added strain upon them of such dual watchfulness, Edmond M. Deloraine and Gerard J. Lahmann of New York City, developed and patented a radio guiding system in which the simulated pattern produced coincides with direct visual observation.

Their invention (No. 2,426,184) assigned to the Federal Telephone and Radio Corporation of New York City, includes in combination a semi-transparent viewing screen, substantially within the normal field of vision of the pilot when watching the terrain, and means for reproducing upon it the simulated indications of the landing lights and pattern of the airport so the craft may be guided to a safe landing.

A reflected wave direction finder, designed for the detection of aircraft by electromagnetic waves, combined with apparatus for controlling gunfire, was patented (No. 2,426,183) by Mr. Deloraine and Emile Labin of New York City and Henri G. Busignies of Forest Hills, N.Y., who assigned their rights to the International Standard Electric Corporation of New York City.

To Oscar E. De Lange of East Orange, N.J., assignor to the Bell Telephone Laboratories of New York City, was issued No. 2,426,182, for an improved time division radar ranging system, for use in target location and gun direction, by means of which shall splashes and shell bursts may be located with observations of the target's range and direction.

A radio detection system (No. 2,426,201), a drop channel pulse multiplex system (No. 2,426,202), a radio beam controlled indicating instrument (No. 2,426,203) and a translator circuit (No. 2,426,204) for producing an indication in accordance with

variations in time displacement of successive pulses of a pulse train were patented by Donald D. Grieg of Forest Hills, N.Y. All were assigned to the Federal Telephone and Radio Corporation. Mr. Grieg and Arnold M. Levine of Forest Hills got Patent 2,426,205 on a pulse selecting circuit for multiplex systems and assigned it to the Federal Telecommunication Laboratories of New York City.

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U.S. STANDARDS INVENTS THE BABY OF THEM ALL - THE MICROTUBE

The Control Radio Laboratory of the National Bureau of Standards of which Dr. J. H. Dellinger is the head, has developed a radio tube about the size of an eraser on a lead pencil. The Laboratory believes the tube is the smallest ever made and they have called the invention the microtube.

But while the Bureau of Standards is happy to report the invention, they are very reticent about uses for the microtube. They explained that it has various military applications, however. It is believed the tube was developed as the result of work in connection with research on proximity fuses, a military development of World War II.

A proximity fuse, Laboratory officials explained, is in effect a radio set small enough to go in the nose of a shell. It has the effect of radar control of the missile. When the shell is near a metal object, such as an airplane, it will explode even though it has not made direct contact.

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EXPERIMENTAL SHIP RADAR LICENSES GOOD UNTIL MAY 1948

The Federal Communications Commission has extended to May 1, 1948 the license term of all experimental Class 2 radar stations installed aboard ship which normally would expire November 1, 1947.

There is now pending a proposal by the Commission for the adoption of rules governing the licensing of ship-board radar stations on a regular basis. If such rules are adopted, it will be necessary for eligible experimental licensees to apply for authority to operate in such a service, and the extension which has just been granted by the Commission will serve to avoid a duplication of work involved in the submission and processing of applications for renewals as well as new licenses.

In the event a licensee does not intend to operate his station beyond November 1, 1947, the license should be submitted to the Commission for cancellation at the time the operation is discontinued.

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FM BROADCASTERS SOUNDED OUT REGARDING AM MUSIC DUPLICATION

Opinions of more than 1,000 FM broadcasters on the duplication of network musical programs on FM stations are being sought by the FM Association.

In a letter to FM operators, those holding Federal Communications Commission grants, and to applicants, J. N. Bailey, Executive Director, said:

"Many opinions have been expressed on the question of duplicating network programs on FM and on the simultaneous broadcast of certain programs over FM and AM, but have you - the broadcaster - expressed your views?" Results of the survey will be used by the FMA in an overall study and analysis of the FM-AM music situation, Mr. Bailey said.

"I have discussed the situation with scores of our members", said the FMA executive, "and I find the independent operators as well as network affiliates eager to see popular network musical programs carried on FM. We are going beyond our membership and asking all FM broadcasters to give us their views.

Everett L. Dillard, Vice-President of the FMA and President of Commercial Radio Equipment Co., operator of independent FM stations WASH, Washington, D. C., and KOZY, Kansas City, Mo., expressed the view that FM will largely be developed as a commercial service by FM networks and independent stations without AM network affiliations.

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U.S. STATE DEPARTMENT PROGRAMS ON BRAZILIAN STATIONS

Two special radio series on the United States are now being broadcast over networks of Brazilian stations, the State Department reports. Information and cultural officers attached to the United States Embassy at Rio de Janeiro, Brazil, are writing the scripts for the two programs.

The first is a 10-minute series, broadcast five days a week, and deals with scientific, cultural and educational developments in the United States. It is being used by Rio stations and 14 others in Southern Brazil. The second is a thrice-weekly "U. S. Commentary" series, reporting views expressed on current affairs by editors, columnists, radio commentators and others in this country. Rio stations and five others in Southern Brazil are using it.

Scripts in both series are based on materials sent regularly by wireless, cable and the mails to the Embassy - and to many other points abroad - by the Office of International Information and Cultural Affairs of the State Department in Washington. These materials include official speech and press release texts;

excerpts from editorials and columns in U. S. newspapers and from radio commentator scripts; special articles and "round-ups" on developments in the U.S. in science, medicine, literature, art, economics, etc.; magazine article reprints, and related background and documentary informational matter.

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WORLD GATHERING HERE TO USE NUREMBERG RADIO TRANSLATORS

Much has been said and written about the radio translators used at the Nuremberg trials whereby the proceedings can be heard simultaneously in different languages without everyone having to wait while translations were being made. This will add interest to the first tryout of the system in the United States when it will be used at the International Statistical Conferences which will begin in Washington next Saturday (September 6th).

Delegates will be equipped with miniature radio receiving sets and by turning a button on the headphones will be able to select English, French or Spanish translations of the proceedings.

Interpreters working on thirty-minute shifts will broadcast from booths. The use of radio eliminates the necessity for wires or cables between the translation booths and receiving phones.

The method cuts the normal time for translation by 50 per cent and gives a full translation of every word that is spoken instead of merely a summary.

While only three languages will be used at the conferences here, the United Nations now has facilities for simultaneous translation in Russian, Chinese and German as well.

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SENATOR TOBEY'S WIFE DIES AT NEW HAMPSHIRE RESIDENCE

Mrs. Francelia Lovett Tobey, wife of United States Senator Charles W. Tobey (R), of New Hampshire), died this week at their home in Temple, N. H., and their four children were at her bedside.

In addition to her husband, Mrs. Tobey leaves two sons, Russell W. Tobey, State recreation director, and Attorney Charles W. Tobey, Jr., both of Concord, and two daughters, Mrs. Louise Dean of Temple and Mrs. Francelia Munson of Rochester, N. H.

Senator and Mrs. Tobey were married June 4, 1902.

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SURVEY TO DETERMINE NUMBER OF TELEVISION SETS IN CAPITAL

Many guesses have been made as to the actual number of television sets now in use in Washington, D. C. Definite knowledge is expected to be obtained from a survey now being made by WNBW, NBC's television station in the Capital which has sent out the following card which reads as follows:

"It will be very helpful to us if we can have additional information about the number and location of television sets in the area served by WNBW. Would you please fill out this card and drop it in the mailbox at your convenience?

"Is there a television set in working condition now in your home or place of business? Yes____ No ____

"If there is, what is the make and model of the set(s)?_____"

In addition to asking for the name and address of the television owner, the telephone number is requested. The recipient is also asked to watch for the announcement soon of the inauguration of WNBW's television film projection equipment.

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BRITISH NOW EXCHANGING TELEVISION FILMS WITH U.S.

The British Broadcasting Corporation has been exchanging topical films with the National Broadcasting Company. Further exchanges with television companies in other countries may follow and lead ultimately to the production of an international television newsreel.

The BBC has decided to expand its Television Film Unit in order to provide viewers with regular programs of topical events already covered by television "Outside Broadcasts". It is hoped to start a regular weekly program before the end of the year, increasing this to two programs weekly and finally to a change of program every day. Equipment and staff are now being obtained.

Since before the BBC Television Service reopened in 1946 after its wartime close-down, the BBC has been trying to make arrangements with the film industry to televise the ordinary film newsreels, as was done before the war. So far there has been no sign of any such cooperation from the film industry and no newsreels have been televised.

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SCISSORS AND PASTE

The Stalemate In FM
(Jack Gould in "New York Times")

FM pioneers have had an extraordinarily hard road to travel thus far and the way ahead undoubtedly will be difficult for many. Many manufacturers are only beginning to pay appropriate attention to the production of FM receivers, having been preoccupied up to now in skimming the cream of the post-war demand with old-fashioned and out-of-date conventional sets.

The attitude of the networks, at least locally, may be judged by the fact that they are expending an absolute minimum of promotional and program effort on their FM outlets. The three chains with FM affiliates in New York, in fact, do not even bother to send the newspapers daily program schedules for their frequency modulation outlets, though they do find time for an almost hourly deluge of publicity ballyhoo for standard and television programs. In the case of FM the conclusion is inescapable that the networks are not interested in retaining the initiative which they so jealously guard and exploit in standard radio and video.

Mr. Petrillo, who knows the real facts of the FM situation as well as any man, ironically enough also has taken a seat out on the end of the limb with the same people he has been fighting for years.

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Believes Television Competition Will Be Batter To Death
(Rudy Vallee in "Variety")

I would like to make the following prediction: that television, unless it kills itself off by either bad technical faults or, and most important, continues slipshod, stiff and amateurish live production, as it is now doing, will create a change in our lives such as we never believed would be possible, and will keep the family home four nights a week.

I say four, because I believe that mother will demand that she get away from the hot stove and the kitchen at least three nights a week, but the tired laborer, and even the tired businessman in the average home is going to put on a comfortable pair of slippers and a bathrobe, and four nights a week, between the hours of 7 and 10, it is my humble opinion that he is going to ensconse himself in a comfortable chair, with a glass of refreshing liquid at his elbow, cigar or pipe in his mouth, and enjoy the fine 15-minute, half hour and one-hour film productions which are going to be offered him.

He is certainly not going to shave, climb into a fresh shirt and suit, get the car out of the garage, drive down a slippery, icy street hunting for a parking place or parking lot, plunk down a parking charge and then purchase tickets to go into a dark theatre, not knowing who is seated around him, when he can have in his own home pictures which may not be quite as outstanding in production

as those he could see in a theatre, but films which will bring him new stars who will in time become stars of television as we have created stars in radio.

* * * * * * * * * * *

Perhaps I am being over-practical and perhaps the present habit of going out is too deeply rooted in the American home, but the challenge to the makers of film production for television is one that will not be lightly ignored by those who are going to make productions for television. As I see it, it will be a battle to the death, and even if at the end of a year the curiosity on the part of the family at home becomes satiated with the excellent television in the home, the damage to the neighborhood house may have been done.

As for radio, I agree with Arch Oboler that the medium that has done so much for me will be deader than a dodo bird.

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New Fans For Sally
("Variety")

Fan dancer Sally Rand, without her fans, helped Jon Hackett broadcast a local baseball game on KRNT, Des Moines, last week, on eve of her arrival in town for an Iowa State Fair booking.

Along the way, Miss Rand acquired some new fans - some ardent listeners, that is. The station said the response was that good.

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Women At The BBC
("London Calling")

There is still a percentage of women holding responsible positions in British broadcasting - a development which was greatly accelerated by the war.

In wartime, the BBC was regarded as one of the national organizations which must be maintained as vital to the war effort, but that did not exempt it from releasing for active service every man, however valuable, who could possibly be spared. This meant that more and more jobs were taken over by women.

The admission of women to the Engineering Division - one of the greatest of the wartime changes - proved extremely successful, and some 800 women were employed on studio and transmitter work at BBC stations throughout the country. An average figure for London during the war period was between 300 and 400. It included engineers and junior program engineers, recording technical assistants, transcription recording assistants, and recording maintenance assistants. The first women P.E. (program engineer) was Miss Maureen Hanna, from County Down.

Then there are the women who became announcers in Home, Overseas, and European Services; "commeres" in the overseas programs for H.M. Forces; talks producers and producers of many of the special industrial and Service feature programs; news editors in the European and Overseas Services; presentation assistants and script writers.

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TRADE NOTES

Edwin M. Martin, Vice-President of the Farnsworth Television and Radio Corporation, was elected a Director of the American Bosch Corporation last week. Prior to joining the Farnsworth management in 1939, Mr. Martin, who has served as Assistant to the Attorney General, was a patent counsel for the Hazeltine Corporation and the American Locomotive Company.

He directed Farnsworth's legal action when the company last February became the first in the nation to win dismissal of a portal-to-portal pay suit with prejudice against the plaintiff.

Majestic Radio and Television Corporation - Year to May 31: Consolidated loss, $264,372, compared with a loss of $464,987 in the year to May 31, 1946.

R. J. E. Silvey, BBC's Listener Research Director arrived in New York last Sunday to attend the Second International Conference to be held at Williams College, Williamstown, Massachusetts, sponsored by the NORC (National Opinion Research Center).

During his stay, Mr. Silvey hopes to get a full picture of Radio Audience Research as it is conducted in the U.S. and to familiarize the American experts with BBC's research techniques.

A group in Hollywood composed of Dana Andrews, Joan Fontaine, John Garfield, Myrna Loy and Ray Milland and radio producer Arthur Kurlan, has formed Radio Repertory Theatre, Inc., a closed California corporation in which all have an equal ownership.

Also among the activities planned are manufacture of transcriptions and recordings, purchase and development of story properties for regular radio production, and possible purchase and operation of radio stations.

There will be a nation-wide tour of the "Golden Throat" demonstration, illustrating the post-war tonal advances featured in RCA Victor radio-phonographs.

The two-piano team of Carlile and Wayne, frequently heard on the NBC network, will travel with the show. One of the pianists will play directly before the audience. The second pianist will broadcast from an adjacent room, via a low-powered transmitter, and be heard via a Crestwood radio-phonograph placed beside the "live" piano. Members of the audience will be selected at random to try to tell, without looking, which of the pianists is playing. Participants in Chicago and New York, trying to distinguish between the "live" and broadcast piano music, were unable to correctly indicate the source of the music.

The installation and service charge for United States Television's home console model has been reduced to $39. The previous installation and service charge was $100 for the television set which includes 10-inch direct view television, AM and FM radio as well as short wave, and automatic record-changing phonograph.

Executives of the American Broadcasting Company attending the forthcoming convention of the National Association of Broadcasters will fly to Atlantic City in the network's recently purchased airplane - a twin-engine Beechcraft D-18-S, piloted by Frederick G. McNally of ABC's station relations department, who was in the U.S. Army Air Force in World War II.

The plane which will be used regularly for network and station business by ABC will be operated in a shuttle service between New York and Atlantic City starting Friday afternoon, Sept. 12 and concluding Sunday afternoon, Sept. 14, when Edward J. Noble, ABC's Chairman of the Board, Mark Woods, President, and Robert E. Kintner, Executive Vice-President of the network arrive.

Major changes in the program schedule for the 18th consecutive year of Columbia network's "School of the Air", heading up the five-a-week series with an exciting new dramatic series titled "Liberty Road", are revealed in the calendar manual, half a million copies of which are to be distributed to listeners from coast-to-coast. The manual covers broadcasts for the 1947-48 season beginning on Monday, October 6 (CBS, 5:00-5:30 P.M., EST. Mon.-thru-Fri.).

The thirteenth anniversary of the Morris B. Sachs Amateur Hour will be celebrated over Stations WENR and WCFL in Chicago Sunday, September 7th, at 12:30 CDT. This is the oldest program of its kind on the air. The anniversary broadcast will mark the 676th consecutive weekly broadcast.

During the years of its existence, more than 8,000 contestants, ranging in age from four to 110, have performed on the program. Studio audiences during the period have totaled more than half-a-million persons.

Edward Leo Delaney, 61-year old American citizen, who was arrested on August 8th by agents of the Federal Bureau of Investigation on a complaint charging that he had made treasonable broadcasts for the Nazi Government, was released in New York last week.

Mr. Delaney, who had been unable to raise $10,000 bail, had been under confinement at the Federal House of Detention since his arrival in New York on the Army transport George W. Goethals.

Thomas de Wolf, a Special Assistant Attorney General, said that the grand jury voted against an indictment after having heard testimony from eight former Nazi radio officials and other evidence for four years. Mr. de Wolf said that while he could not discuss what transpired in the grand jury room, that the Government had evidence that Delaney had ceased his Nazi news commentaries shortly after Pearl Harbor. He said he understood that Delaney shortly thereafter quit all broadcasting and was permitted to go to Czechoslovakia to write a book against communism. Mr. de Wolf said that the prosecution of treason cases had been made more difficult by a Supreme Court ruling that two eye witnesses must be produced for each alleged overt act.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1791

September 10, 1947

SENATORS QUIETLY PREPARE TO BLAST PRESS-RADIO LIQUOR ADS

A group of determined Senators are all set for a drastic move when Congress convenes next January which will stir up the biggest fight between wets and drys since the old prohibition days. It will be the launching of another attack on newspaper, magazine, and radio liquor advertising - but from an entirely new angle.

The leaders in this will be two fresh recruits - Senators Clyde M. Reed (R), of Kansas, and Edwin M. Johnson (D), of Colorado, who will be entirely unhampered in his efforts since he is not up for re-election. These Senators entered the fray through being members of an Interstate Commerce subcommittee to revise a bill by veteran Senator Arthur Capper (R), of Kansas under which all liquor advertising would be banned from interstate commerce. Senator Capper who hails from one of the most famous dry states in the Union, has been introducing this bill into every Congress in the past 20 years but it has never gotten anywhere.

However, Senators Reed and Johnson, after the hectic hearings which were held on the Capper Bill last Spring taking note of the growing in the subject came to the conclusion that the Capper bill was too drastic and too direct. They therefore recommended that instead of drafting a new law such as that, better results might be achieved through an amendment to the old Federal Trade Commission Act.

This would make it illegal, they said, for liquor advertisers to "imply that young folks have to absorbe a lot of booze if they are going to amount to anything."

The amendment would forbid the publication or broadcast of advertisements which "by word, device or sound" imply that the use of liquor is beneficial to health, would increase social or business prestige, or is traditional in American family life. Ads which contained such "implications" would be classed as "misleading under the Federal Trade Act".

The new version was drafted by Senator Reed. Senator Johnson endorsed it but said that it does not go quite far enough. He suggested an added clause to make it illegal for any liquor, wine or beer advertisement to include a picture of a woman, child or family scene.

The Senators in their recommendation said they found magazine color ads to be the principal offenders. They were particularly concerned that such copy was "persuading young people that it is socially smart to drink".

It is certain the cudgel will be promptly taken up on this measure by the Licensed Beverage Industries. A new champion will be Frank Mason, wartime Assistant to Secretary of Navy Knox, and

ex-president of the International News Association, who recently took over as head of the U. S. Brewer's Foundation. Mr. Mason will give special attention to the radio angle since he is also an outstanding authority in this subject having for years been Vice-President of the National Broadcasting Company. Mr. Mason's argument is that as long as beer is legal, it is advertisable.

Editor and Publisher takes a dim view of the proposed Reed-Johnson amendment to the Federal Trade Act, saying:

"The Senate subcommittee interested in the campaign against liquor advertising has been deluded into believing this is the best method of combatting juvenile drinking. Previously, they wanted to ban all liquor advertising. Now, under an amendment to the FTC law, this group would bar alcoholic beverage advertisements containing representations 'by statement, word, design, device, sound, or any combination thereof, that the use of such alcoholic beverage (a) is beneficial to health or contributes to physical upbuilding, (b) will increase social prestige or business standing or prestige, or (c) is traditional in American family life or is or should be a part of the atmosphere of the American home."

"The sale and consumption of liquor is legal in most parts of the country. Local or State laws are controlling in setting age limits for citizens below which they may not purchase liquor. If Congress is interested in stopping illegal drinking it should attack it at the source, where it is sold and consumed. Attempting to censor advertising for the influence it allegedly has in driving youths or anyone else, to drink is like prohibiting the advertisements for new automobiles because it provides an unconquerable impulse for kids and adults to swipe their old man's or someone else's car and go for a joyride."

It is believed that the Reed-Johnson amendment will be taken up early in the next session of Congress and if approved by the Senate Interstate Commerce Committee will be introduced in the Senate where its proponents will press for immediate action.

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20TH CENTURY-FOX, RCA TO BEGIN N.Y. THEATRE TV EXPERIMENTS

The establishment of New York as the developmental center in the East for uses of television in the motion picture industry was assured with the announcement this week by RCA Victor Division of the Radio Corporation of America and the 20th Century-Fox Film Corporation of the signing of a contract for a joint program of research on large-screen television.

The cooperative project will be centered in the film company's Movietone Newsreel studios in mid-Manhattan. The program of joint research follows closely the conclusion of an identical contract between RCA and Warner Brothers Pictures, Inc. The Warner project is being conducted on the West Coast at the Warner's Burbank studios.

Delivery of the first elements of the large-screen equipment developed by RCA will begin in the early Fall.

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BROADCASTERS WELCOME THRESHING OUT RADIO EDITORIAL QUESTION

Justin Miller, President of the National Association of Broadcasters, lost no time endorsing a showdown as to whether or not there should be radio editorials. He said:

"I am delighted to learn that the Federal Communications Commission has set January 12, 1948, for hearings on the Mayflower Decision. This decision, which proscribes editorializing on the air, long has stood as one of the most serious abridgments of free speech, and certainly represents a philosophy that is contrary to the principles of the Constitution."

The issues as stated by the Commission are:

(1) "To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest", and (2) "To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that afair and equal presentation of all sides of controversial issues is made over their facilities."

The Commission said it ordered the inquiry because of widespread discussion in the industry over "the exact meaning" of the so-called "Mayflower Decision" 1941 FCC ruling which said in part:

"The broadcaster cannot be an advocate."

It said some radio interests have expressed belief broadcasting stations should have wider freedom of expression than that allowed in the 1941 ruling.

That ruling was made in connection with an application by radio station WAAB, operated by the Yankee Network at Boston for a renewal of license.

The Commission questioned the station's practice of broadcasting "so-called editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy."

A Commission statement at that time added:

"In these editorials, which were delivered by the editor in chief of the station's news service, no pretense was made at objective, impartial reporting. It is clear - indeed the station seems to have taken pride in the fact - that the purpose of these editorials was to win public support for some person or view favored by those in control of the station."

The WAAB license was renewed only after the editorial broadcasts were discontinued.

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RCA ASKS FCC TO RECONSIDER OVERSEAS RATE INCREASE

The Radio Corporation has filed with the Federal Communications Commission a petition requesting reconsideration of its recent order increasing rates, on the ground that the increases ordered are inadequate. Tropical Radio and the American Cable and Radio companies, as mentioned last week, have filed similar petitions. Thus all of the large carriers involved, except Western Union, have appealed the decision. A table in the Commission's decision shows that the Western Union cables would receive the largest amount of additional revenue and they have apparently decided to accept the new rates without appeal.

RCA's petition, submitted by its attorneys Glen McDaniel and Howard Hawkins, points out that the FCC's own estimate of the increased revenue to RCA would be less than half of the $3,500,000 which RCA testified at the hearing would be necessary for it to earn the rate of return on its invested capital to which it believes it is entitled.

Furthermore, RCA points out that the actual results from its operations for the first seven months of 1947 are less favorable than estimated at the time of the hearing, so that, together with further increased labor costs effective November 1, 1947, the actual increase will be less than half that estimated in the Commission's decision.

RCA reminds the FCC that in place of the 28 cent rate requested for Europe and South America, the Commission granted only 25 cents to Europe and 22 cents to South America; to Far Eastern points where RCA requested a 42 cent rate, only 30 cents was approved. The Bermuda Conference, RCA states, at which the British agreed to a ceiling of 30 cents per word, had as its basic principle the fact that the rates in both directions would be identical but due to the fact that the inbound rates are substantially in excess of the new outbound rates, RCA is required to pay out to foreign administrations amounts in excess of the gross tolls collected from the American public.

The petition concludes with an affidavit from RCA's Controller Lon A. Cearley including three tables of figures leading up to the fact that the new rates, instead of bringing RCA over a million in net income will in fact produce less than half a million dollars before income taxes.

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The fourth RMA Industrial Relations Seminar in Chicago November 13th will deal chiefly with the application of the Taft-Hartley Act to the radio industry.

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TRAMMELL REMINDS BROADCASTERS WHITE BILL STILL IN MILL

A gentle reminder to the broadcasting industry that the Bill of Senator Wallace White (R), of Maine, to amend the Communications Act still awaits action on Capitol Hill is an 80-page booklet just issued by the National Broadcasting Company, "A Free Radio and the Law." It contains the statement made by President Niles Trammell which attracted so much attent when he appeared before the Senate subcommittee:

"A free press today is one of the basic guarantees of a free society. Recognition of the same freedom for radio will place a powerful ally at the side of the press", Mr. Trammell said. "Together they will be able to withstand any assault upon democracy."

Mr. Trammell declared in addition to allowing freedom of expression, it is of the utmost importance that such new legislation as may be enacted shall allow for the great technical advances in the electronic art and provide encouragement for the industry that must find new capital to finance a vast program of expansion.

"Many radio broadcasters of today will become the electronic publishers of tomorrow", Mr. Trammell continued. "They will be engaged in the distribution of newsreels and motion pictures to the home by electronic means. Radio newspapers will become commonplace. Practically every form of artistic expression will become available to the people direct from studio to home through these modern methods of mass communication."

Mr. Trammell when appearing before the Senators revealed for the first time that RCA Laboratories had developed a revolutionary system of high-speed communications tentatively referred to as "Ultrafax", which incidentally is expected to be demonstrated in Washington perhaps within the next month.

Explaining that "Ultrafax" is an outgrowth of television, Mr. Trammell said:

"In effect, it is a radio-mail system, which will surpass radiotelegraphy, wire telegraphy, cables, and air mail in speed of operation. Here television is used for communications.

"Preliminary tests through the air have revealed that this new system, which utilizes microwave radio relays, is practical, and that it has a potential for handling more than a million words a minute.

"In other words, this system could transmit twenty 50,000-word novels from New York to San Francisco in only 60 seconds. Each printed page is treated as a frame of a television picture, and each page is flashed in rapid succession. At the receiving end, the pages are reproduced by new high-speed photographic processes for quick delivery.

"Letters, business documents, checks, photographs, newspapers and magazines can be handled in the same way. In addition, these microwave circuits can simultaneously carry ordinary telephone speech and telegrams, and also provide inter-city network for television as well as standard and FM broadcast programs.

"World-wide radio and domestic telegraphic communications as we know them today will, in the light of this development, make present-day communications appear as slow as the ox cart compared with a Stratoliner."

Mr. Trammell concluded his appeal to the Senate with:

"In the United States the free radio we have enjoyed is threatened by the continued encroachment on the rights of the public to receive a broadcasting service free from federal regulation. In the legislation which we hope that Congress will enact, we ask for equality with the press under all the laws that govern our society. We reaffirm our previous requests for legislative safeguards to protect the freedom of this great medium of mass communication. We urge that Congress strengthen one of this nation's greatest assets for the preservation of the American way of life."

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GEN. HARBORD'S WAR MEMENTOES WILLED TO DAWES COLLECTION

The will of Lieut. Gen. James G. Harbord, who was Chief of Staff to General Pershing in World War I and later, and Honorary Chairman of the Board of the Radio Corporation of America, was filed for probate in White Plains, N.Y. last week in the Westchester County Surrogate's office. It gave his collection of war mementoes to the Dawes Arboretum, a foundation in Newark, Ohio. The collection includes maps, letters, decorations and pictures of World War I.

General Harbord, who died on August 20th at his home in Rye, directed in the will that his widow, Mrs. Anne Lee Harbord, receive the home, jewelry, personal effects and life income from the residuary estate. His entire property was valued at "more than $40,000".

Six persons who had worked for the General in his office and home received $1,000 each and a provision was made for souvenirs for four former military aides. The will stipulated that on Mrs. Harbord's death the residuary estate is to be distributed among nephews and nieces, George H. De Baun of Washington, William G. De Baun of Wakarusa, Kan., James R. De Baun of Greenvale, L.I., Mrs. Katherine D. Davidson of Nevada, Mo., and Mrs. Faith D. Healey of New York.

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MAGAZINE GETS RISE OUT OF NAB FOR JUMPING THE GUN ON CODE

Taking exception to a report of the proposed code published prior to the meeting of the Directors Board of the National Association of Broadcasters' convention at Atlantic City next Monday (September 15), Justin Miller, President of the Association sent the following telegram to the NAB Directors:

"The September 8 issue of Broadcasting Magazine contains what is purported to be test of the 'NAB Proposed Code'. This is to reassure you that the proposed NAB Standards of Practice have not been released by this office and will not be released before Board members have had an opportunity to review them. The material contained in the Broadcasting Magazine report is substantially incorrect particularly with reference to the important limitations on commercial copy."

With the addition of Robert R. Wason, Chairman of the Board of the National Association of Manufacturers, Paul Whiteman, and James F. O'Neil, newly elected Commander of the American Legion, as speakers, arrangements for the Atlantic City Convention are complete.

Prior to the Atlantic City gathering the FM Association will hold its first annual meeting in New York City Friday and Saturday, September 12th and 13th. The principal speaker will be FCC Chairman Charles R. Denny, who will also address the NAB the following Wednesday. FM Association meeting attenders are likewise expected to go to the Atlantic City convention.

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REINSCH TO WRITE BOOK ON RADIO STATION MANAGEMENT

J. Leonard Reinsch, radio advisor to President Truman and manager of radio stations in Atlanta, Dayton and Miami owned by former Governor Cox of Ohio, has just returned to Atlanta from New York where he signed an author's contract for his new book which will appear early in 1948. The title will probably be "Radio Station Management" and will cover all phases of radio station operation.

Regarding reports which appeared in the Chicago Sun, PM, Time, and Variety that a coolness had sprung up recently between President Truman and Mr. Reinsch, the latter had no comment. The story was that Charles R. Denny, Chairman of the Federal Communications Commission might resign by the end of the year, and that the President was displeased at the report that Mr. Reinsch was to succeed Mr. Denny.

"It has been my observation in Washington", Mr. Reinsch said, "when such stories appear, it is best to have no comment. Subsequent developments are a much better answer."

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PETRILLO FM MUSIC DUPLICATION AWAITED

Despite reports that James C. Petrillo, President of the American Federation of Musicians would stand pat on banning the duplication of music on FM (frequency modulation) and AM (standard) stations, no statement as yet has been issued following a meeting of network leaders with Mr. Petrillo in Chicago last Monday.

Representing the broadcasters were Robert Swezey, Vice-President and General Manager of the Mutual Broadcasting System, and Frank P. Schreiber, Manager of WGN, for Mutual; Mark Woods, President, American Broadcasting Company; Frank Mullen, Executive Vice-President of the National Broadcasting Company, and Frank White, Treasurer of the Columbia Broadcasting System.

Referring to the Chicago meeting, the New York Times said editorially:

"Mr. Petrillo has an opportunity to further the interests of his membership by announcing an affirmative reply.

"FM radio holds two great promises of particular interest to the musician. The first and more publicized is its reproduction of music with a fidelity and freedom from noise. The second, and probably more important from Mr. Petrillo's standpoint, is that it will mean the injection of vitally needed new competition in the field of programming through new FM stations taking to the air. That this will redound to the advantage of Mr. Petrillo's members would seem evidenced by the fact that on Friday there will be broadcast the first commercially sponsored orchestral program ever carried by an FM network.

"But manifestly the FM industry will not be able to enjoy a sound financial start if it cannot have the popular national favorites represented by the network offerings. Duplication is the essential prerequisite to the sale of sets and adapters in sufficient proportions to make possible the new mass FM medium which has elicited the enthusiasm of such diverse groups as labor unions, cooperatives, newspapers, department stores, returning GIs and the more progressive of the present broadcasters.

"In radio circles Mr. Petrillo always has been known as a thoroughgoing realist and, when the chips were down, not lacking in a sense of the practical. Surely, he and his colleagues on the Federation's Executive Board will recognize that before they can strike a bargain with a new industry the new industry should have a chance to come into being."

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GEN. INGLES RCA COMMUNICATIONS PRES.; JOLLIFFE RCA DIRECTOR

Maj. Gen. Harry C. Ingles (ret.) last week was elected President of RCA Communications, Inc. At the same time Dr. C. B. Jolliffe, Executive Vice-President in Charge of RCA Laboratories, was advanced to membership on the RCA Board of Directors.

General Ingles is also a Director of Radio Corporation of America and of the RCA Communications. David Sarnoff will continue as Chairman of the RCA Communications Board. Thompson H. Mitchell continues in the position of Executive Vice President of RCA Communications, Inc., the position which he has held since December 1945.

Dr. Jolliffe joined the Radio Corporation of America in 1935 as engineer-in-charge of the RCA Frequency Bureau. Later he became Vice President and Chief Engineer of the RCA Victor Division. In March, 1945, he was elected Vice President of Radio Corporation of America in charge of RCA Laboratories, and in December, 1945, he became Executive Vice President in charge of the same division.

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TUBE PRODUCTION REFLECTS SEASONAL SLUMP

A seasonal slump, including plant shutdowns for vacations, resulted in a more than three-million decrease in the number of radio receiving tubes produced in July as compared with June, the Radio Manufacturers' Association has announced.

RMA member-companies manufactured 11,244,202 receiving tubes in July as against 15,057,109 in June. Total tubes produced during the seven months of this year amounted to 114,606,634.

Of the July total, 7,020,316 were for new set equipment; 2,291,735 for replacements; 1,810,944 for export, and 121,207 for government agencies.

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INDIA'S UNREST CAUSES BOMBAY RADIO EXHIBITION POSTPONEMENT

The American Consulate General at Bombay, India, reports that the All-India Radio Merchants Association is organizing a Conference and Exhibition of radio and allied goods of both foreign and national make. The Conference and Exhibition were originally scheduled to be held in August 1947, but a subsequent communication received from the Association states that (in view of the momentous political developments taking place at the present time in India) they have been postponed to the last week of December 1947. Interested American firms should communicate directly with the All-India Radio Merchants' Association, Fateh Manzil, First Floor, Opera House, Bombay.

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EXPERIMENTAL TELEVISION RELAY DEMONSTRATED IN BRITAIN

A demonstration was given in Great Britain recently of an experimental television relay link by Marconi's Wireless Telegraph Co. The Alexandra Palace transmission was received at Danbury, near Chelmsford, and retransmitted to a receiving site at Great Bromley, close to Colchester, the distance of the relay being about 24 miles.

The vision channel was 510 Mc/s (60 cm) and employed a carrier power of some 5 watts. Frequency modulation was used, largely because of the constancy of the receiver output obtained through the use of limiters. The transmitting aerial took the form of a horn radiator mounted on a mast 40 feet above ground and energized by a probe.

At the receiving end a paraboloid reflector was used and carried at the 200-foot level on a mast. For the sound channel the transmitting aerial was a Yagi with a cylindrical reflector and eight directors. Frequency modulation was used here also and a power of 100 milliwatts.

"The program for the demonstration originated in Ascot, so that, as seen at Bromley, it traveled by the BBC outside-broadcast link to Alexandra Palace, from there to Danbury by the normal television transmission, and from Danbury to Bromley by the Marconi link", the U. S. Commerce Department was advised. "Despite its many transformations the received picture was extremely good and appeared to have suffered little, if at all, in the last stage of its journey.

"In order to judge the precise effect of the link on picture quality it would be necessary to compare relayed and unrelayed pictures side by side. It is understood that the Marconi Co. hopes to carry out such a trial by erecting a further link back from Bromley to Danbury. It will then be possible to have cathode-ray tubes side by side, one showing the picture received directly from Alexandra Palace and the other a picture relayed to Bromley and then back to Danbury. By comparing the two pictures the effect of a two-step relay will be immediately obvious."

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UNESCO VETOES WORLD RADIO NET BUT STILL PLAYS WITH IDEA

Radio experts from 16 nations, during a six-day conference at Unesco House, recommended "most extensive collaboration" with existing national radio organizations but proposed no immediate establishment of a world-wide radio network by the United Nations Educational, Scientific and Cultural Organization.

The Committee urged the creation of a permanent Unesco Commission of program experts from 18 nations to meet annually in Paris. The Commission would examine the general nature of Unesco

radio programs, would review activities in this field and propose action for the removal of obstacles to international exchange of programs.

On the proposal for setting up a world radio network, to be operated and sponsored by Unesco, there was considerable disagreement by European delegates. The suggestion was forwarded by the American representative Lloyd A. Free, State Department consultant. The group finally voted against such a network with the provision, however, that if the United Nations network were not established the question of a Unesco network should be re-examined.

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GREAT INCREASE IN RADIO EXPORTS SHOWN

By way of backing up the prediction that United States radio exports would exceed $60,000,000 in 1947, George R. Donnelly of the Office of International Trade in the Department of Commerce offers the following comparison between the regional distribution of U. S. Exports of Radio Apparatus in 1939 and 1946:

Region	1939 Value	1946 Value
Canada	$2,368,021	$ 6,016,654
Latin America	7,790,902	23,615,930
Europe	4,826,106	2,841,048
Asia	1,689,037	4,149,153
Africa	1,790,410	2,144,528

United States exports of radio receivers alone during 1946 totaled 832,377 units, valued at $23,232,973, compared with 551,846, valued at $10,448,017, in 1939.

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WASHINGTON TEACHERS ATTEND FIRST LECTURE BY TELEVISION

Kids who fire paperwads at teacher will find themselves frustrated if schools make use of a precedent set in Washington yesterday (September 9). And 200 D.C. teachers saw how it was done.

For the first time in District of Columbia schools, a man was in full view of a class while he lectured to them from two miles away. It was done with television. Edward Scoville, WTOP-CBS Director of Television, lectured from the DuMont station WTTG downtown. Two miles away, at Wilson Teachers College, teachers attending the third annual WTOP-CBS Radio Workshop heard the talk on television screens.

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PARTITION OF INDIA MAY END "ALL-INDIA RADIO"

With the partition of India, the title "All-India Radio" will presumably no longer be used by the broadcasting organization of either India or Pakistan, advices to the Commerce Department indicate.

Broadcasting is one of the many "assets" being considered by special committees for division between the two States.

In 1927 the Indian Broadcasting Company opened its first station - a 1.5-kw. medium-wave transmitter in Bombay. In 1930 broadcasting was placed under the direct control of the Government of India and was called the Indian State Broadcasting Service. The service, which by 1936 was provided by three transmitters, was reorganized and renamed All-India Radio. At the end of 1939, 14 transmitters - 9 medium-wave and 5 short-wave - were in use in Dacca, Delhi, Bombay, Calcutta, Lahore, Lucknow, Madras, Peshawar, and Trichinopoly. During the war additional short-wave transmitters were installed at Delhi for the oversea service.

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"DAYLIGHT SAVING - IT'S WONDERFUL"

Taking pen in hand, F. P. Guthrie, Assistant Vice-President of RCA Communications, Inc., in the Capital, wrote as follows to the Editor of the Washington Post:

"On August 18, under the heading 'Daylight Saving', you printed a very peculiar letter from a correspondent who asks how the advocates of daylight saving feel about it now, as if the passage of time had anything to do with it.

"I am very glad to answer the question: Daylight saving is one of the finest things ever invented. That is the way I felt about it yesterday, today and how I will feel about it tomorrow.

"Tonight, for example, there was not only time enough after dinner to clean the spark plugs of the car, but also to fix a window in the house. Last week I cut the grass before dark. Over the week-end there was time to get back from a trip to the beach before dark.

"It's wonderful."

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SCISSORS AND PASTE

Repair-It-Yourself Radio
("Life", Sept. 8)

The radio (a picture of which "Life" shows being crushed under the foot of an 180 pound man) is, temporarily, a total loss. But not for long. Ten minutes after it was thus ruthlessly stamped on, it was again playing perfectly. Had it been a conventional radio, several days' work costing two or three times the instrument's original purchase price would have been required to restore it to operation. This radio was quickly repaired because it has almost no wire connections and all its parts are replaceable simply by plugging new ones into the plastic chassis after faulty parts have been removed.

Called the Cosmo Compo, the set is based on a new construction principle. All of the many small and intricate parts which clutter the undersides of ordinary radios have been built into six sub-assemblies, or "components", which are sealed in metal cylinders. These components, the speaker and tuning condenser plug into the chassis like standard vacuum tubes, which the set, of course, also uses. There are no soldered wire connections between them and the tube sockets, condensers and other parts because the current is carried by metal tapes stamped on the plastic chassis.

The new radio's debut on the market this month will be watched with interest by the manufacturers of other low-priced radios. It will also be watched with dismay by those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him. With this new radio the customer can become his own repairman. He can take his disabled set to a store, interchange its components with new ones until he locates the trouble source himself, then pay a modest $1.85 for a new component, tube or speaker.

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FM Program Listings Bother Newspapers
("Editor and Publisher")

Most daily newspapers in this country have been carrying daily radio program listings gratis for many years. In this way they have contributed millions of dollars of free publicity to a competitive medium. But few publishers have objected in the belief this was a public service.

The advent of FM broadcasting which promises to at least double if not triple the number of radio stations in every community raises the problem anew for the serious consideration of every publisher. If the old procedure is followed, newspapers will be contributing more than twice the space formerly given to program listings. This is valuable space in any newspaper. Space that is under constant demand from both advertising and editorial departments. To continue gratis listings is going to cost publishers

considerable money. The cost must be weighed again against the public service involved.

A few newspapers have charged local stations for listings in the past. But the new situation caused by FM has been met squarely for the first time, we believe, by two Miami newspapers. They have successfully sold local radio stations, including those whose programs were formerly carried free, on paying a new low rate for this space.

All publishers will study this development closely. Many radio stations will strongly oppose institution of such charge for their listing. But the justification for establishing this new rate for program listings is apparent. Station owners will have to admit that the cost of carrying more and more listings free for the new stations being started is an unjust burden of expense for newspapers that should be shared by the medium getting the direct benefit from it.

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Toothsome Detail Of FDR Broadcast

(From the book "Reilly of the White House" published by Simon and Schuster, New York)

As the broadcast time approached the President would dig into his pockets, search around, and then grin helplessly at one of us. Whichever of us he grinned at would nod, walk quietly out of the Oval Room, then run like blazes up to the President's bedroom, where we'd search out the little silver box in which he carried a pivot tooth. We'd bring the little box to him as unobtrusively as possible and often, even as radioman Carlton Smith or John Daly was making his brief introductory remarks preceding a speech, the Boss would be sitting before his mike, grimly screwing the tooth into his lower jaw.

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NEW 300-SQUARE-INCH PICTURE TELE SET ANNOUNCED BY RCA VICTOR

First of RCA Victor's new large-screen television receivers, providing pictures almost as large as a newspaper page and 50 foot lamberts in brightness or about five times as bright as the average motion picture, was announced this week by Henry G. Baker, General Sales Manager of the company's Home Instrument Department. most movies have a brightness of 10 foot-lambers or less.

The set, presenting a 15 x 20 inch television picture (300 square inches in area), also includes standard broadcast, FM, and shortwave radio. Suggested retail price for the unit is $1195, plus $11.05 Federal Excise Tax and $95 for the RCA Victor Television Owner's Policy, which covers the antenna, installation of antenna and receiver, and a year's service and maintenance of the complete instrument, including any necessary replacement of parts.

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TRADE NOTES

Stromberg-Carlson Company this week introduced its 1948 line of FM-AM radio receivers at the conclusion of a two-day Middle Atlantic and Eastern States regional distributors meeting in New York City. Feature of the presentation were the first two post-war television units produced by the company. Both are consoles with direct-view ten-inch tubes. The first unit is a straight video model, while the second has AM-FM radio and an automatic record changer.

When Major Edwin H. Armstrong, the inventor of FM, decided to give the 75 delegates to the recent International Telecommunications Conference in Atlantic City FM/AM table receivers, he put Zenith Radio Corporation on the spot.

Hurried calls went out to Zenith's distributors and to dealers' stores throughout the country, but only 22 of the desired model could be found. When Zenith employees returned from vacations, the first 53 FM receivers off the assembly lines went direct to Major Armstrong in Atlantic City.

Samuel H. Northcross has been appointed Vice President of Audience Research, Inc. in charge of radio research, Dr. George H. Gallup, President announced Tuesday.

Ten persons who had attended "You're The Top" quiz program at WTOP studios on the upper floors of the Earle Building in Washington, got stuck on the bottom floor when the elevator jammed last week.

After juggling the controls for a few minutes, the operator of the elevator called for help. The operator of the adjoining car heard her and summoned the building engineers.

An adjoining elevator was parked parallel with the stalled car between the lobby and the first floor. Emergency escape panels were removed from the sides of each elevator and passengers were able to board the other car.

Radio coverage has been extended to 15 additional pieces of fire apparatus by the Washington Fire Department which is now operating its own station WAKY.

The American Broadcasting Company added another 50,000 watt station to its roster as KCMO increased its power and improved its frequency on September 9th.

Tom Mason has been appointed Regional Manager, Central District, for the Crosley Division of the Avco Manufacturing Corp. He has had extensive experience in the radio field; was Manager, Cincinnati Branch, Ohio Appliances, Inc., RCA distributors in Cincinnati, following his release from the Army.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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September 17, 1947

BROADCASTERS' CONVENTION IN FULL SWING; RECORD ATTENDANCE

The radio industry now assembled at Atlantic City for the 25th annual meeting of the National Association of Broadcasters has kept itself on the front page as never before. Early reports are that the attendance is the largest in the history of the organization and that all records have been broken.

The first work of the convention was consideration of a new code of standards proposed for the broadcasting industry which was presented Monday by Robert D. Swezey, Vice-President of the Mutual Broadcasting System, Chairman of the Code Committee. Proposing, as it does to cut advertising on the air from 15 to 20 percent, this clause of the code is expected to prove one of the most controversial topics of the Atlantic City assembly. The main reduction in the amount of time devoted to commercials, however, would be in the programs before 6 P.M.

The proposed new code which in agate type requires about 5 newspaper columns would seriously cramp the style of disk jockeys and restrict audience participation and "give away" programs.

One of the facts brought to the attention of the convention was that the National Association of Broadcasters had no power to enforce a code under its present rules and regulations. According to Jack Gould of the New York Times, power of enforcement might come later in the form of the code's use by the Federal Communications Commission as a minimum standard of performance for stations seeking renewal of their licenses from the Government.

Highlights in the proposed new broadcasters' code are:

A blanket stipulation that no fifteen-minute program contain more than three minutes of commercials, a provision that would strike in particular at many disk jockeys, the so-called "give-away" programs and many audience-participation shows.

The placement of only one commercial "spot" announcement between regularly scheduled programs. (Many stations now use two or even three "spots" between programs.)

A ban on any commercial announcement in the middle of a news broadcast that is less than fifteen minutes in length.

A surprise clause was the prohibition of the dramatization of political or other controversial issues. This was construed as being aimed at the Democratic National Committee and in earlier years Senator Vandenbergh, of Michigan, a Republican, dubbing in the voice of President Franklin D. Roosevelt into political speeches. Senator Vandenbergh, who thought up the idea in one of the earlier Roosevelt campaigns, was cut off by the network but WGN of the Chicago Tribune and several other stations used it in full nevertheless. The

Michigan Senator first would let the listener hear Roosevelt's campaign promises in the latter's own words and then would tell how in his, the Senator's, opinion they were not carried out.

The need for prompt action by the broadcasters to meet public criticism of radio by the adoption of a new code was voiced by Sigurd S. Larmon, Chairman of the Board of Young & Rubicam, one of the largest advertising agencies, and by Charles G. Mortimer, Jr., Vice-President of the General Foods Corporation and Chairman of the Advertising Council.

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PROPOSAL TO HOBBLE CRIME PROGRAMS SPARKS NAB CONVENTION

An exciting curtain raiser for the convention was when under the guiding hand of Niles Trammell, President of the National Broadcasting Company, stations affiliated with NBC voted to ban the broadcasting of crime and mystery programs before 9:30 P.M. New York time.

This apparently came as a complete surprise to the competing networks who, however, pulled no punches in expressing themselves.

Frank Stanton, President of the Columbia Broadcasting System, said that the problem of mystery shows on the air was related more to the manner in which they were presented than to the hour of day at which they were heard.

"It's not the mystery show per se", he contended. "It's the way it's handled, the treatment and care with which it is produced."

Mr. Stanton held that there "was no magic to the hour of 9:30" and that it was not consistent with programming balance to group all programs of one type within a given period.

"It's a little unrealistic", Mr. Stanton added, noting that the NBC ban in the Central Time zone was fixed at 8:30 P.M. when, he said, children might still be up."

Edgar Kobak, President of the Mutual Broadcasting System, declared:

"That's a lot of hooey. It's just as though we were going to tell you that we won't carry any soap operas simply because we don't have any.

"Would Trammell (Niles Trammell, NBC president) have done it if they had ten mystery shows on before 9:30? Are they going to take off their serials, too? I have heard some criticism - much of it unjustified, because if the serial is handled properly, it is all right - of them."

Mark Woods, President of the American Broadcasting Company, said that it was so much "hokum" to assume that children of all ages could be protected from mystery programs merely by selection of a time limitation.

"The younger children should be protected from the pure thriller, of course, but the older children will listen to them regardless", he said.

For the central time zone the limitation on NBC crime shows is fixed at 8:30 P.M., the earlier hour being due to technical considerations which it was said could not be altered immediately. In the mountain and Pacific time zones the limitation is put at 9 P.M., local time.

The proposal regarding mystery broadcasts said:

"While mystery and crime stories are as old as literature itself, the vivid, living portrayal of such dramas on the air have an impact on the juvenile, adolescent or impressionable mentality that cannot be underestimated."

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"5,000,000 TV VIEWERS IN '48", SARNOFF; HITS McDONALD PROPOSAL

Television had its inning at the Atlantic City broadcasters' convention first by addresses of Gen. David Sarnoff, President of the Radio Corporation of America and Frank E. Mullen, Executive Vice-President of the National Broadcasting Company, at the first annual NBC convention; second, by General Sarnoff characterizing as impractical a proposal by E. F. McDonald, Jr., of Chicago, President of the Zenith Radio Corporation to offer television over telephone lines; third, a spirited reply from Commander McDonald; and fourth, a demonstration of television pictures 6 by 8 feet in size sent from New York to Atlantic City via Philadelphia over the longest chain of micro-wave relays ever used for this purpose - a distance of 200 miles.

Asserting that there would be 5,000,000 viewers for television by the end of 1948, General Sarnoff said that the new art is "no longer around the corner, but right on the door step." He predicted that by the end of next year there will be installed and in use a total of 750,000 television receivers throughout the country.

Both General Sarnoff and Mr. Mullen predicted that sound and sight broadcasting will combine in due course. "The fusion of sound broadcasting with television is destined to come in radio ultimately just as the combination of sight and sound came in motion pictures", General Sarnoff said.

"The National Broadcasting Company is now committed to the launching of television on a national scale, and all of the network's television resources are at the disposal of its affiliates",

said Mr. Mullen further. "The NBC is gearing in every direction to bring national television to this country. Television is now launched, and we are going forward with it."

Referring to McDonald-Zenith proposal of receiving television programs over the telephone paying for such programs as you may desire to hear, General Sarnoff said:

"A system of so-called wired 'phone-vision' would introduce a monopoly feature into television by limiting its service to telephone subscribers", he said. ". . . the political implications, the legal and regulatory aspects, as well as the technical difficulties of preventing non-payers from receiving the same programs, dooms such an impractical system at the start.

"Such a system, which would limit its service only to those who would agree to pay for the programs as well as for the receivers, is an idle dream", he asserted.

In reply to this, Commander McDonald sent the following telegram to the New York Times:

"Statement of David Sarnoff, quoted by you in your September 14 story, attacking phone vision system of providing pay-as-you-see television service reveals either serious distortion or complete misunderstanding of facts on the part of General Sarnoff.

"Phone vision receivers do not, as he alleges, limit their service only to those who would agree to pay for programs. They provide for full, free reception of all sponsored or sustaining programs with commercials that are broadcast free to owners of ordinary television sets. In addition, they will enable set owners to see in their own homes, for a modest fee, new movies, theatrical spectacles, championship sports events, and other costly features that can otherwise be seen only after paying admission at the box office.

"First run movies, Broadway plays, and similar features never have, and never will, be available to the public free of charge. Their production cost, which sometimes exceeds one million dollars per hour, is so great that advertising sponsors can never pay the bill.

"In 1925 General Sarnoff predicted that commercial television would be here within five years, but television has languished for more than twenty years because of inadequate programming. Prominent national advertisers are dropping television today because the high cost of producing successful programs is beyond their budget. Phone vision, by moving the theater into the home along with other television, provides the two great services needed to make the video art a commercial success and a service of incalculable value to the public. The phone vision set of the future, which will provide free and pay-as-you-see television, will cost no more than ordinary, one-service television sets do today."

The large 6 by 8 feet television pictures originating in New York and beamed to Atlantic City by way of Philadelphia, provided the first public demonstration of television transmission over such a great distance by means of super-frequency microwave television relays, according to T. A. Smith of RCA.

"It demonstrates", he said, "that microwave equipment can be employed for transmission of television programs over long distances, and points the way toward expansion of television program service to reach a greater number of people."

The demonstrations were presented cooperatively by the American Broadcasting Company, the National Broadcasting Company, their affiliates WFIL-TV and WPTZ, and the RCA Victor Division of the Radio Corporation of America.

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FCC AID SOUGHT IN FM DUPLICATION; DILLARD NEW FM PRESIDENT

The main result of the first annual convention of the FM Association in New York last week was to put up a proposal to the Federal Communications Commission that the Commission prohibit network agreements with radio stations that prevent the simultaneous broadcasts on both standard and FM stations. A preamble to the resolution was "that the advancement of FM at this time will best be accomplished by the duplication of regular network programs over FM facilities."

In another resolution the convention asked the manufacturers to turn out more low-priced FM sets and in still another urged FM station operators to give better programs, to use more live talent and not depend so much on recordings.

Everett L. Dillard, General Manager of WASH-FM, Washington, D.C., was elected President of the FM Association for 1947-48; William E. Ware, KSWI, Omaha, Neb., Vice-President; E. J. Hodel, WCFC, Beckley, W. Va., Secretary, andThomas F. McNulty, WMCP, Baltimore, Treasurer. J. N. Bailey was re-elected Executive Director.

A lifetime membership scroll was presented to Maj. Edwin H. Armstrong, inventor of FM. Also scrolls for outstanding contributions to FM to Jack Gould, Radio Editor of the New York Times and others.

Evidently speaking from personal experience, Representative Carroll D. Kearns, (R), of Pennsylvania, who so recently had James C. Petrillo, President of the American Federation of Musicians on the green carpet in Washington, advised the convention that they had better try to come to some kind of an agreement with the tough little music leader rather than to endeavor to settle it by an Act of Congress.

Representative Kearns, who is Chairman of a House Labor sub-committee, went so far as to say he believed Mr. Petrillo wanted to do the right thing for FM. "Arbitration and negotiation are the only solution of the controversy", the Pennsylvania solon concluded. "You'll never be able to legislate this situation away."

Acting upon the suggestion of Mr. Kearns the FMA Directors later appointed the following committee which it is expected will meet in the Congressman's office at an early date:

Everett Dillard, Chairman; Raymond F. Kohn, WFMZ, Allentown, Pa.; Morris S. Novik, of the Unity Broadcasting System; Marion Claire, WGNB, Chicago, and J. N. Bailey of FMA.

Paul A. Walker, Vice-Chairman of the Federal Communications Commission was of the opinion that FM network program duplication was not essential and likewise suggested that the FM stations originate their own programs.

"Duplication of programs will be a substantial aid to FM", Commissioner Walker said. "However, I do not agree that the whole future of FM turns on duplication. I think that FM broadcasters should proceed to develop programs specifically for FM. There is plenty of room for new types of programs and especially for programs peculiarly suited to high fidelity transmission."

"Already, sixty million Americans live within the range of one or more FM stations. Note that I say 'live within the range'. I do not say that they are all hearing FM. Because of the lack of FM sets, very few of them are able to hear the new FM stations. All in all, comparatively few people know what those mysterious initials 'FM' signify. For too many folks, FM is still in the category of the sea serpent and the flying saucer.* * * *

"I am glad to have the opportunity afforded by this convention to re-affirm the enthusiasm of the Commission for this new type of broadcasting and to call attention again to its merits.

"The main advantages of FM are as follows:

"First: FM is easier on the ears. It is virtually free from static and other electrical noise, from interference and fading.

"Second: FM has high fidelity. Its range brings all the tones and over-tones of every instrument in the orchestra.

"Third: FM means more service. Most communities will be able to have more FM stations than they now have AM stations. Generally, the stations in a given community will be similar in the coverage they provide. That means that a station cannot rely on superior power, as at present, to compete for an audience. It will have to compete on the basis of excellence of programs. Here we have true equality of opportunity.

"The opportunity for more stations also means that new people with new ideas can come into the field. It means a greater possibility of catering to minority tastes and of expanding discussion of controversial issues."

Declaring that radio manufacturers already have invested millions of dollars in FM and have incurred heavy losses in developing FM receivers, Mr. Max F. Balcom, President of the Radio Manufacturers' Association, said:

"The manufacturers who comprise RMA are just as much interested as the broadcasters in FMA in making FM broadcasting a going, paying business."

Set manufacturers have produced more than 700,000 AM-FM receivers since the war, Mr. Balcom said, and the rate of production is expected to increase sharply during the remaining months of 1947 due to the development of reasonably priced FM table models by an increasing number of manufacturers.

Mr. Balcom said that, although all production has declined during the Summer vacation period, there is no reason to believe that the RMA estimate of approximately two million FM receivers in 1947 will not be reached.

Mr. Balcom warned FM broadcasters, however, that it will take several years to build up an FM audience comparable to that now in the AM field.

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WIND, CHICAGO, PLANS EXPANDING BASEBALL TO FIVE STATES

WIND, Chicago, of which Ralph Atlass is President, plans to expand its Midwest Baseball Network for the 1948 season. Mr. Atlass has invited 50 stations in Illinois, Michigan, Wisconsin, Indiana and Iowa to attend a meeting at the Ritz hotel, Atlantic City this week to discuss coop participation in the network, whose prime concern is the broadcasting of the Chicago Cubs games.

The MBN heretofore was managed on the outside. Next season it will be operated directly by WIND, which locally broadcasts the games for Old Gold and Walgreen.

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An adaptation of the walkie-talkie made its appearance this week at the opening of the United Nations General Assembly in New York. Some 1800 earphones and receiving sets, about twice the size of a cigarette pack, were placed in the U. N. Hall for delegates, press and public.

The innovation made it possible to move about freely about the building without missing a word of the proceedings.

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BLUE BOOK IS STILL BLUE, FCC CHAIRMAN ADMONISHES BROADCASTERS

In what was considered one of the most important speeches at the Broadcasters' convention at Atlantic City - that of Charles R. Denny, Chairman of the Federal Communications Commission at Atlantic City today (Wednesday, September 17) - Mr. Denny, referring to the first year's operation of the highly controversial "Blue Book" rules declared:

"Let's take a look at the Blue Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental FCC policy.

"Those who have suggested that the color of the Blue Book is fading point to the fact that the Commission after hearings has renewed the licenses of six stations that received prominent mention in the Blue Book. Two things, however, are overlooked.

"First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility.

"Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the industry some of the basic questions which we feel should be taken into account in developing program service in the public interest. It was issued to aid broadcasters in developing a consciousness of public service responsibility. In addition, we wanted to indicate the general outline of our licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses would be revoked. For improvements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public requirements. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play.

"In the final analysis the success of this industry and the success of the governmental licensing authority are not to be measured by the number of licenses issued or by the number of licenses revoked.

"The important thing in broadcasting is what comes out of the loudspeaker. The renewal applications and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Here in Atlantic City you are considering a detailed code by which you hope to raise the standards of your industry. In this objective we wish you every success. There is still much to be done. American radio is still too commercial."

With regard to television, Chairman Denny said:

"Where do we go from here? Are only 41 American cities to have a monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Memphis, Birmingham, Kansas City, Denver, Atlantic City, and a hundred other cities are going to start asking - 'When do we get television?'

"It is our clear duty -- yours and mine -- to do everything within our power to see that this new service reaches the maximum number of American communities. * * * *

"Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building studios and buying cameras and a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In those areas which today are not traversed by coaxial cables and where no network television service is available, suppose one station in a large community could do the programming and distribute it to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities might share a common central studio or a mobile pickup unit and move it from place to place for the origination of programs.

"Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together and a nationwide television service would emerge. In this way television might be nursed through the tender period of its infancy."

Turning to FM the speaker said:

"Here may be a clew to what the FM service of the future will look like. We may in the not too distant future have FM sets with, say, 10 push buttons which could be marked as follows: the first four would bring you on FM the programs of the established nationwide networks. (I know that this depends on Mr. Petrillo and the four networks getting together, but I hope this can be done in the near future.) The next two buttons might bring you via FM the programs of established independents.

"But the last four buttons could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled 'classical music' and bring you an FM network joined together by direct radio pickup. Any hour of the day or night when you want good music you would only have to push this button to get it.

"Button 8 might be labelled 'dance music' and would bring you popular tunes at any hour of the day or night by means of a parallel FM network.

"Button 9 might be labelled 'Features' and could bring women's programs, children's programs and other special attractions.

"The last button might be simply marked 'news' and by pushing it you would get a 15-minute news summary at any hour of the day."

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OVERSEAS BROADCAST SUBSIDIES URGED, ALSO "FREEDOM-TO LOOK"

Justin Miller, President of the National Association of Broadcasters, addressing the Association's Convention at Atlantic City Tuesday, said that private industry could not be expected to finance international broadcasting operations that are not on a paying basis.

"The only alternative, therefore, to Government broadcasting", he said, "is a Government subsidy which would put us on an equal footing with the Government-owned and subsidized systems of other countries."

Mr. Miller recalled the proposal of Brig. Gen. David Sarnoff, head of the Radio Corporation of America, that the United Nations Economic and Social Committee set up a network of United Nations radio transmitter at strategic points around the globe.

This referred to an address made last Friday in Chicago to the United Nations Educational Scientific and Cultural Organization by General Sarnoff proposing the establishment of a United Nations network of radio and television stations throughout the world. He said with the advent of television "Freedom to Look" had become as important as "Freedom to listen".

"If the principle is right, and if the job needs to be done, it is clear, it seems to me, that the cost is relatively unimportant", the speaker, who was introduced by Assistant Secretary of State William Benton, said. "Even if the cost of operating such a world-wide system should prove to be as much as $50,000,000 a year, that figure is far less than the cost of one modern battleship; it is a mere fraction of what a single nation spends yearly for its armament. It is less than one-fifth the amount that was spent on fighting in a single day during the last World War."

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TAFT-HARTLEY LAW MAY STOP PETRILLO MUSICIANS FROM MAKING DISKS

The American Federation of Musicians, American Federation of Labor, may prohibit its members from making new phonograph recordings after December as a result of the Taft-Hartley Law's restrictions on the use of royalties and welfare funds paid to unions, a dispatch from Chicago states.

The AFM executive board, headed by James C. Petrillo, was disposed to take such action at its meeting in Chicago last week. At the last minute, it was learned, it was agreed to defer the decision until a meeting in Chicago on October 13. The sixty-day notice of the termination of the contract in December required by the Taft-Hartley Law can be given at that time. Union leaders agreed there was no advantage in making their decision earlier.

The union's income from the sale of recordings is reported to be about $1,000,000 a year. The rate ranges from one-quarter of a cent per record upwards, depending on the price of the record.

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NEW 47-STORY DALLAS HOTEL TO HAVE TV IN EVERY ROOM

The Lacy-Potter Television Broadcasting Co., of Dallas, Texas, has been granted a construction permit by the Federal Communications Commission for a new commercial television station; Channel No. 8, 180-186 Mc; power (visual) 35 kw. (aural) 18.5 kw.

This carries with it a proposal to install a television set in every room of the new 47-story hotel now being built in Dallas. Also the new station will have a 489 foot antenna mast, less than 100 feet as tall as the Washington Monument.

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RESPONDENT DISAPPEARS IN LUXOR RADIO CASE

The Federal Trade Commission closed without prejudice the case growing out of its complaint charging Harold Kirschbaum, trading as Luxor Radio Manufacturing Co. and Consolidated Radio and Television Co., New York, with misrepresentation in the sale of radio and television sets and other electrical and mechanical devices.

The case was closed, with the concurrence of all the Commissioners, on motion of counsel supporting the complaint, in which it was set forth that the whereabouts of the respondent cannot be ascertained despite diligent search and inquiry. The Commission reserved the right to reopen the proceeding should future circumstances and the public interest so require.

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BRITISH PLAN BIG POST-WAR REOPENING OF "RADIOLYMPIA"

The 1947 "Radiolympia", Britain's fifteenth National Radio Exhibition, opens the week after next (September 29) in its pre-war home at Olympia, London. This big ten-day exhibition, described as a "pageant of British radio", will be the first to be held since the exhibition of 1939 was abruptly brought to a premature end by the outbreak of war, and, as is fitting, this will be the biggest of all "Radiolympias".

Trade buyers from all over the world are attending. There will be a large display of British short-wave receivers incorporating many war-time lessons and equally suitable for all climates. A booklet called "British Radio for the World" which has been issued by Britain's Radio Industry Council to mark the jubilee of the British radio industry, the silver jubilee of British broadcasting and the tenth anniversary of the first television transmissions to viewers in Great Britain, makes the point that the British radio industry has already increased its exports four-fold as compared with pre-war days.

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NAVY PLANS $1,000,000 CALIFORNIA BOMB, QUAKE PROOF, STATION

A new million dollar high-power radio station is being built by the Navy at Dixon, Calif. The station will be built of reinforced concrete and be "blast and earthquake resistant", the Navy said.

The high frequency station will feature flexibility of equipment and expansion for future needs.

The Navy did not specify the extent of the blast the station is designed to withstand, but all naval installations now being constructed are checked by a board of experts on the effects of atomic bomb blasts.

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D.C. TEACHER WINS PRIZE FOR HISTORY "SOAP OPERA" IDEA

Today's daytime dramas - "soap operas" - can make American history fascinating and sharpen critical standards of High School students, according to a D.C. teacher whose plan for using radio in the classroom won her a $25 prize in Washington, D. C.

She is Mrs. Elizabeth L. Chase, English teacher at Calvin Coolidge High School. Her winning idea was titled "Using Soap Opera to Kick-Off a Unit in American Literature". It was judged best of all plans submitted by 200 members (mostly teachers) of the two-week WTOP-CBS Radio Workshop sponsored by the District Public Schools, WTOP, and the Columbia Broadcasting System.

Dr. Hobart M. Corning, Superintendet of Washington schools, presented the check to Mrs. Chase.

Mrs. Chase's prize-winning outline for using radio in the classroom utilizes radio literature "as a hook between the past and the present which encourages students to make thoughtful and helpful criticism of radio literature today", she said.

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SCISSORS AND PASTE

Editorials On The Air
("Washington Post")

It was because the granting of a license to use a radio frequency was a special privilege that the Federal Communications Commission was justified in insisting that the licensee present conflicting points of view, especially in respect of political issues, impartially. "The broadcaster", the agency declared, "cannot be an advocate."

But new developments in electronics have vastly expanded the radio spectrum. In the two years since the end of the war, the FCC has issued as many licenses for new stations as it issued during the whole of the preceding decade. Frequency modulation is making many additional channels available. Television is beginning to add still more. It is not yet true that the supply of frequencies exceeds the demand - at least in some of the large communities where broadcasting is most profitable. But that time seems certain to come - no doubt soon. And it is in anticipation of it that the FCC has announced that it will hold hearings in January to determine whether its policy forbidding broadcasters to be advocates should be changed.

Of course, when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. It will stand in relation to broadcasters in much the position of the Post Office Department in relation to newspaper publishers; licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency. And in that happy time, broadcasters, we think, should be quite as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as daily newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest. We fancy, in any case, that the development of editorial opinion on the air ought to come gradually - that it has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well.

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Red (Ink) Menace
("Broadcasting")

Only a little over a half a year ago, in March, Llewellyn White, working under a $100,000 grant from Publisher Henry Luce (Time, Life, Fortune) and the U. of Chicago to the Commission on Freedom of the Press, offered The American Radio to the public.* * *

Among Mr. White's acknowledgments was an interesting paragraph: "The Federal Communications Commissioners and their staff, particularly Edward Brecher, of the legal department, were especially helpful in making material available."

At the time Mr. White's book was published, Mr. Brecher had left the FCC to manage WQQW, Washington, a station largely financed by stockholders inspired by the ideas set forth in the Blue Book, by "Radio's Second Chance", a book by Charles A. Siepmann, ex-FCC employee, and Mr. White.

They were fine-sounding theories. But they lacked something. They just wouldn't work. Practical broadcasters recognized that lack. This magazine pointed it out repeatedly.

WQQW was the testing ground. Although it was managed by the man whose ideas were incorporated in the Blue Book and The American Radio, the station drips red ink. And Edward M. Brecher is no longer its general manager.

WQQW will be sold if a buyer can be found. Otherwise there is talk of operating on a public contribution basis. Whatever the final disposition, it appears certain the station will not be operated successfully on the pinkish theories of Mr. Brecher.

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Sen. Lodge's Complaint Cited in "Voice of America" Argument
("The Washington Post")

Every returning traveler from Europe will bear out Senator Lodge's observation of the "shocking" distortions of the truth about America that are current in Europe. The motives back of our aid are everywhere assailed. Even in high quarters the reason for the Marshall initiative is thought of in terms either of saving our export skins or of beginning a new American empire. As Senator Lodge says, "everything we do is twisted".

Nothing, in our opinion, testifies as convincingly to the success of Soviet propaganda as this stage of things. However, there are other circumstances which account for the misrepresentations of which the Senator speaks. There is a basic resentment among many Britons and Frenchmen over the hermorrhage in their national power which resulted from the conflict with Hitler. Added to this is the usual bitterness that comes from dependence. A creditor is never a hero to his debtor, as Britain found out when it was the world's greatest creditor. As the Emperor Francis Josef observed, when reminded of a debt to Russia for help in suppressing a Hungarian revolt, "We shall astonish our allies by our ingratitude."

It seems to us that Senator Lodge's finding constitutes a convincing argument for the strengthening of the Voice of America program.

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TRADE NOTES

Assistant Secretary of Labor Phil Hannah announced last week, according to an Associated Press dispatch from Cincinnati, that he had resigned, effective "when William Green (President of the American Federation of Labor and Labor Secretary Schwellenbach select a man from the ranks of labor to take my place."

Wouldn't it almost stop the show at Atlantic City if Chairman Denny of the Federal Communication Commission announced that he had resigned, effective "when President Truman and Justin Miller, President of the National Association of Broadcasting, select a man from the ranks of the broadcasters to take my place"?

Whether or not to broadcast the new song "Have a Heart - Taft-Hartley" is going to be a headache for station managers. After "Florence the Girl Disk Jockey" played it over WGAY, Washington, Tuesday for the first time, she said: "If you don't see me here tomorrow you'll know the reason why!"

Emerson Radio & Phonograph Corporation and Subsidiaries - Thirty-nine weeks to Aug. 2: Net profit, after $500,000 inventory reserve and $1,102,974 for taxes, was $1,585,197, equal to $3.96 a share, compared with net of $767,192, or $1.92 a share earned in thirty-nine weeks to Aug. 3, 1946, when $577,168 was deducted for taxes.

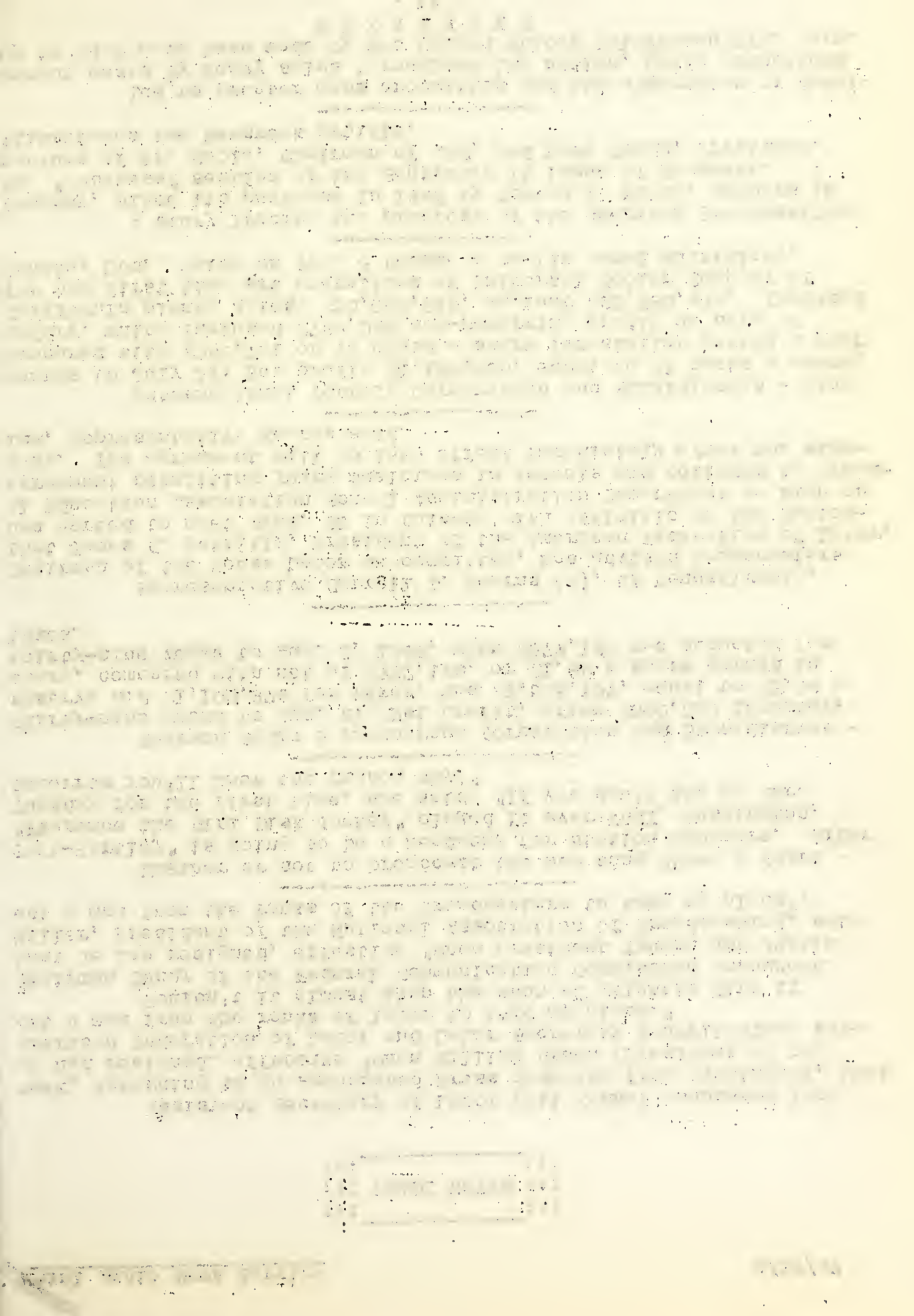
Representative Carroll D. Kearns (R), of Pennsylvania, Chairman of the House Labor subcommittee, has advised broadcasters that James C. Petrillo, President of the American Federation of Labor, has agreed to meet Sept. 20 in Chicago with officials of the National Education Association School Administration Department to sign an agreement permitting young musicians in schools and colleges to broadcast. The agreement will go into effect immediately after the signing, Representative Kearns said.

International Detrola Corporation and Subsidiaries - Nine months to July 31: Net profit $1,139,908, equal to 93 cents a share, compared with $950,701 or 78 cents a share for similar period a year before, which included $769,025 non-recurring profit on sale of California plant; sales, $53,028,516, against $25,790,436. Included for the first time are operations of Universal Cooler Company of Canada, Ltd., which on Feb. 3 became a wholly owned subsidiary.

A story tracing the progress of the American Broadcasting Company, since its purchase in 1943 by Edward J. Noble, appears in the "Business" section of the September 15 issue of Newsweek. A picture of Mr. Noble, Chairman of ABC, and Mark Woods, President, illustrates the Newsweek article.

Due to greater mass production and the absorption of development costs by heavy sales throughout the nation, price reductions up to $480 have been made by the United States Television Mfg. Corp.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1793

September 24, 1947

SMALL AUDIENCE GREETS PETRILLO'S FREE WASHINGTON CONCERT

Attendance was very disappointing at the grand free concert given to the citizens of Washington, D. C. by James C. Petrillo and Local 161, the Washington Musicians Union. It took place at the Watergate in Washington on the banks of the Potomac River in a beautiful setting at the foot of the Lincoln Memorial. Preparations had been made for a capacity audience but the comparatively few who attended were almost lost in the gloom of empty seats.

Costs of the concert at the Watergate, which is operated by the Government, were met from the much talked of recording royalty relief fund of the American Federation of Musicians derived from the manufacture and sale of recordings and radio transcriptions, which are now being used by Mr. Petrillo to further the cause of music throughout the country and to give work to unemployed and disabled musicians.

The Washington local musicians union's share was $16,000. Some of it has been spent by sending dance orchestras to city playgrounds and smaller groups of musicians to the Veterans Administration hospitals. The Watergate concert was to be the big final splurge. A payroll of $1,572 was distributed for the concert among the instrumentalists comprising a 64-piece band organized for the event. Each player received $24 - $12 for the concert at symphony rates and $12 for going through the program twice at a rehearsal.

Seats were available for 5,550 persons with standing room for several thousand more but Edward Kelly, Assistant Superintendent of the National Capital Park and Planning Commission in charge of Watergate told this writer that only 1,200 attended Mr. Petrillo's concert.

Commenting upon the poor turnout, George Kennedy wrote in the Washington Evening Star:

"About $1,500 worth of music was given away last night at the Water Gate with few takers. The donors were James C. Petrillo, of the American Federation of Musicians and the Washington Musicians' Union.

"The listeners, scattered among the seats for thousands on the banks of the Potomac, apparently included a large proportion of fellow union members and the families of the performers.

"Paul J. Schwartz, President of Local 161, explained after the concert that none of the money that came from the national union could be used for promotion of the concert, and that his local had no funds.

"'If people knew what we were giving away tonight', he said, 'there would be more here.'

"Leon Brusiloff, local theatre leader who conducted the improvised Water Gate orchestra said that, if the experiment ever is repeated, it would be well to let some organization sell tickets for charitable purposes.

"'They could keep all the money and they would bring a bigger crowd here", Brusiloff said."

Music critic Paul Hume expressed this opinion in the Washington Post:

"We doubt seriously that the cause of music was furthered in any way by the concert, since the selections were of the genre heard regularly over the average radio program; popular in nature, and less than featherweight. But we do highly approve of the generous use made of the fund both here and in other cities."

"The audience was small, a circumstance traceable directly to inadequate publicity, there having been no admission fee", Glen Dillard Gunn wrote in the Washington Times-Herald. "Evidently the local union has much to learn about concert promotion."

Mr. Gunn was undoubtedly correct but inquiry into this angle brought the response that there was a clause in the Petrillo fund allowance that no money was to be spent for advertising or promotion.

"When we first planned this, we got together a committee of the leading people in music in the Capital", Mr. Schwartz was quoted as saying. "They suggested a program for a symphony orchestra. The national office had to pass on it. They asked, 'What's in this for the dance band boys?' So we decided to give a concert with the kind of music most people like.' It's too bad we didn't have the money to let them know about it."

Unquestionably the newspapers and broadcasting stations would have given advance notice of the event if they had been kept informed, but one of the local music critics remarked to the writer, "Union musicians don't do anything without being paid and wouldn't even take the trouble of trying to secure a little free publicity for themselves because no funds had been provided for that purpose.

"Also the local union musicians were not any too happy about the way the musicians and soloists to be paid were selected. The main committee composed of critics and other musical people met only twice in the beginning but after that the thing was run by a little clique who evidently favored their own people instead of the needy and disabled musicians for which the fund was supposedly intended. If the needy had secured the work, they could have at least paid their union back dues. Instead, prosperous musicians and soloists were chosen. This part of it was even more secret than the advance publicity."

The critic above mentioned expressed the opinion that it would have been better for Mr. Petrillo to have given the needy

and disabled union musicians the money outright.

The Petrillo broadcast recording relief fund now reported to be in the millions is administered exclusively by the AFM union. Some of the money is being distributed to the local unions and used for such purposes as subsidizing symphonic music and public concerts. The declared purpose is to develop the use of "live music" and provide employment for musicians. However, such welfare funds become subject to the new Taft-Hartley law when current contracts expire January 1st. The law stipulates that such payments must be held in trust for the purpose of paying only for medical or hospital care, pensions, compensation for injuries resulting from occupational activity, unemployment benefits, life insurance, etc.

Faced with this, Petrillo and his associates are reported to have almost decided to advise disk companies that their members will not make records after December 31st. Definite action will depend upon a musicians union meeting to be held in Chicago October 15th.

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COL. McCORMICK CALLS FCC "COMMISSARS'" THREAT TO FREE RADIO

One of the very few broadcasters who dares to say exactly what he thinks of the Federal Communications Commission is Col. Robert R. McCormick, publisher of the Chicago Tribune and operator of Station WGN. Describing threats to American freedoms at a luncheon of the Constitution Day Committee celebrating the 160th anniversary of the nation's basic law in Chicago, he declared the sources of danger were: An oversized, aristrocatic army, the Federal Communications Commission, the Postmaster General, the Department of Justice, certain members of Congress and a group of crackpot professors.

In his reference to the Federal Communications Commission and broadcasting, Colonel McCormick said:

"No one has alleged that freedom of speech, as guaranteed in the 1st amendment, has been affected by speech over instruments. No one has questioned the right to speak freely over the telephone or into the phonograph.

"The interference with freedom of speech over the air is not based upon the large audience reached. Indeed at the time the 1st amendment was adopted, speaking trumpets were in use and halls were designed for their acoustical effects.

"No, the interference with freedom of speech over the air is based, as one might have expected, on the doctrine of communism, accepted in principle by Congress and administered, as is communism, for the benefit of the single party system.

"When broadcasting became known, far-seeing, speculative, or scientifically-minded men bought broadcasting instruments as

centuries ago men bought printing presses or, perhaps a better precedent, as men settled on the public domain. Some less far-sighted men bought out the first users. Others, oblivious of the rights of the owners, infringed upon their wave lengths. Confusion resulted.

"The matter should have been left to the courts to construe under the common law, but Congress chose communism on the theory that the people who did buy transmitting instruments and devoted their time and money to broadcasting had no rights to the airways, and that those who did not devote a cent or a minute to broadcasting had all the rights, and that a commission of commissars should administer them.

"It is as though commissars should take and distribute the farmers' grain which, by the way, is also in the wind.

"The communist form of government has not prevented the limitation of program production to four chains, as compared with thousands of newspapers and scores of magazines. As a matter of fact, time has shown that there are more wave lengths than there are organizations able to produce acceptable programs. That political influence is feared by chains and stations alike is attested by the fact that there is no excess to which administration supporters may not go and do go, while chains and stations refuse to accept the most parliamentary of anti-administration speakers, even when they are sponsored and the time paid for, and that free time on the air must be given for administration political speakers and withheld from anti-administration political speeches. This is the price we pay for putting communism into our form of government and denying freedom of speech to the radio."

Charging censorship in the movies, Colonel McCormick said:

"How viciously it can be administered", he said, "we recently have learned when the movies were forced to support Communism, in particular to put on that utterly false play, 'Mission to Moscow'.

"As you know, the well-censored New York stage is predominantly anti-American."

"Subversive influences", he said, "have called for paper allocation. Such allocation would put in the hands of the commissars powers similar to those exercised by radio commissars.

"Paper would be allocated to administration supporters and withheld from administration opponents."

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The Federal Communications Commission last week adopted an Order which reinstated and extended, or simply extended, as the case might be, all Temporary Limited Radiotelegraph Second Class Operator Licenses which have expired or would otherwise expire before July 1, 1948. The purpose of this Commission action is to enable holders of this class of license to help meet the existing shortage of licensed radiotelegraph operations.

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NAB TO BE UNDER NEW CODE FEB. 1; DENNY DEFENDS PRESS STORY

Although there may still be a stormy road ahead and plenty of hot discussions, everything now seems to be all set for the new code adopted by the National Association of Broadcasters' Convention at Atlantic City to be in operation February 1st. The final work of the NAB Board of Directors last week was to order the Code as adopted by the convention mailed to the entire membership asking for any further criticism or suggestions which must be in hand not later than November 1st.

Then the controversial features of the Code will be revised for final action to be taken by the Board. President Justin Miller will keep in touch with Chairman Charles R. Denny, Chairman of the Federal Communications Commission with regard to any new developments.

And the mention of Chairman Denny brings to mind one of the most unusual incidents from a newspaper standpoint that happened during the convention. It came about through a small-sized sensation being created by Jack Gould, Radio Editor of the New York Times quoting Chairman Denny as saying code compliance might be a proper subject for FCC inquiry in acting upon station license renewals. It was generally thought seeing what a storm this had kicked up that Mr. Denny, following the grand old Washington custom, might hedge and charge that he had been misquoted.

However, the FCC Chairman not only stood by his guns but in a way this writer has never seen in his long years of experience, Denny stood by the reporter. Furthermore, he accorded the additional consideration to Mr. Gould of having George O. Gillingham, FCC's star press-man, immediately send the explanation out as an addition to his set speech which had previously been sent to press and radio.

Addressing the great convention at Atlantic City and digressing from his prepared speech, Chairman Denny referred to the newspaper story as follows:

"The discussion seems to have gotten away from the point whether the proposed code is good or bad. Instead, there is a lot of speculation about what I did or didn't say in response to a question from Jack Gould of the New York Times. Let's read Jack's article:

"Jack asked me what I thought of the code. Now I quote from the article: 'Charles R. Denny, Jr., Chairman of the Federal Communications Commission, said he had not read the code, and, accordingly was not prepared to express an opinion on its contents.'

"Then Jack asked, 'Suppose they adopt a code and then a few stations don't live up to it?'

"Now I quote again from his article: 'At the same time he expressed the opinion that it would be an appropriate subject of

"inquiry" by the F.C.C. if a station sought a renewal of its license, yet had not adhered to the minimum standards adopted by the industry as a whole.' 'I think we ought to at least ask about it', Mr. Denny remarked.'

"The article is correct. Every word of it and every comma of it. Jack is a good reporter.

"The Commission is not going to tell you what kind of a code you should adopt. That is your problem. Personally, I believe that some corrective action is needed in your industry and a good sound code would be a forward step."

The new Code was endorsed not only by Niles Trammell, President of the National Broadcasting Company, who was first under the wire and made a real fight for it, but by the heads of all four networks.

Mr. Trammell said:

"It is my hope and feeling that this new code will rid our industry of many of the abuses for which broadcasters have been criticized and will enable us to further improve our service to both the listener and advertiser."

Dr. Frank Stanton, President of the Columbia Broadcasting System, said: "CBS fully endorses the standards of practice adopted by NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country. It is heartening to see this general industry-wide acceptance of the proposal outlined by William S. Paley, Chairman of the Board of CBS, at the NAB convention last October."

"We believe that the new code of standards will be a blueprint for the further improvement of American radio, he concluded.

Mark Woods, ABC president, said: "We have always been in favor of a code. We are studying in detail the ramifications of the present code, and we will consult with our affiliated stations and make a detailed report on our position at a later time."

Edgar Kobak, President of the Mutual Broadcasting System, said, "The industry is making progress."

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TAM CRAVEN RE-ELECTED N.A.B. DIRECTOR; HAS UNIQUE RECORD

Commander T.A.M. Craven, of Washington, who was re-elected a Director of the medium size station division of the National Association of Broadcasters at Atlantic City, has in addition to his personal popularity a record unique among broadcasters because (a) basically he is one of the best known radio engineers in the country; (b) he served with distinction first as Chief Engineer of the

Federal Communications Commission and later as a member of the Commission itself; (c) is now Vice-President of the Cowles Broadcasting Company and (d) is also General Manager of WOL, the Cowles station in Washington.

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WASHINGTON SOON TO HAVE AS MANY TELEVISION STATIONS AS NYC

Washington, itself destined to be one of the video capitals of the world, on or about October 1st will add its third television station and then will have the same number of television stations as are now operating in New York City. Furthermore, a fourth Washington station now under construction will begin telecasting next Spring.

The National Capital's newest station which will make its bow within the next few weeks will be WMAL-TV, owned and operated by the Washington Evening Star. The fourth Washington station, scheduled to start early in 1948, will be WOIC, owned and operated by the Bamberger Service, Inc., in New York City.

The two stations now operating in Washington are WNBW, of the National Broadcasting Company and WTTG, operated by A. B. Dumont and managed by Leslie Arries. The three New York City stations are WCBW, Columbia Broadcasting System, WNBT, National Broadcasting Company and WABD, Dumont.

WMAL-TV's transmitter in Washington will be at the American University in the northwest section of the city about a mile above the Washington Cathedral. Studios will be downtown in the Commonwealth Building on K Street, a half a block west of the Statler. In the same building is RCA Communications, office of F. P. Guthrie, Assistant Vice-President, and next door Station WOL skippered by Commander T.A.M. Craven. This will bring together a group of old griends as Kenneth Berkeley, General Manager of WMAL and WMAL-TV, is also a veteran in the business and was associated with Mr. Guthrie for years in the development of WRC.

Mr. Berkeley has just announced that effective October 1st, Burke Crotty, for more than eight years Director of Special Events for NBC television in New York, will take over as Director of Television for WMAL-TV, in Washington. Mr. Crotty, who is 36 years old, has quite a record in radio and television, having produced the first Army and Navy game, first television coverage of Republican Convention and the Louis-Conn fight, etc.

WMAL TV will telecast on Channel 7 (174 to 180 megacucles) using a new 5-kilowatt RCA transmitter - the first unit to be built for the higher commercial frecuencies.

Plans also call for the installation of a two-section RCA Pylon antenna for the Star's FM station, WMAL-FM. The Super Turnstile will be mounted atop the Pylon. By using RCA's recently

announced diplexing system, it will be possible to broadcast FM and television picture and sound simultaneously from the same antenna system.

Mr. Berkeley has already signed up the Washington Redskin pro football games. Likewise those of Georgetown and George Washington. WMAL-TV will also be used to train American University students who are signed up for the college's new radio-video curriculum, under the direction of WMAL's Special Events Director. The University is committed to produce around 52 hours of television programs a year.

News came only this week that the Bamberger Broadcasting Service had concluded a contract with RCA for the purchase of a 5 KW television transmitter for delivery to its Washington, D. C. television station WOIC, and a contract with the General Electric Company for a similar transmitter for WOR-TV, which will also be the fourth station in New York City.

WOIC's new transmitter, RCA Type TT-5A, is scheduled for delivery in March, 1948, and will be installed on the highest point in Washington, at 40th and Brandywine Streets, about a mile north of the Washington Cathedral, where the elevation is 412 feet above sea level. An RCA 6-bay Super Turnstile television transmitting antenna mounted on a 300 foot tower, used in conjunction with the TT-5A will give the transmitter an effective output power of approximately 35-thousand watts, providing a signal which will cover a 40 mile radius. It will operate in channel 9, which is in the 182-192 megacycle band.

The RCA TT-5A has already been delivered to WNBW in Washington; KSD, St. Louis, WFIL, Philadelphia; WTMJ, Milwaukee; WLW, Cincinnati; WBZ, Boston; and KOB, Albuquerque. Further deliveries of the RCA transmitter are being made at the rate of three a month.

Cities to receive the TT-5A in addition to the ones mentioned above, include New York, Chicago, Cleveland, Minneapolis, Baltimore, Los Angeles, Toledo, Newark, Buffalo, Dallas, Detroit, and St. Paul.

J. R. Poppele, Vice-President of WOR, New York and President of the Television Broadcasters' Association, is likewise in charge of the construction of WOIC, the Bamberger station in Washington, which is expected to represent an expenditure of approximately a half a million dollars. NBC's WNBW has cost about the same.

Mr. Poppele in a speech in Philadelphia last week predicted that by next June there would be 500,000 television sets in operation throughout the country.

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PETRILLO SIGNS SCHOOL MUSIC AGREEMENT - INTERLOCHEN EXCLUDED

James C. Petrillo, President of the American Federation of Musicians, last Monday in Chicago signed a "code of ethics" with two educational institutions for performances not in rivalry with the Musicians Union. However, the National Music Camp of Dr. Joseph E. Maddy at Interlochen, whose broadcasts Petrillo put his foot down on five years ago and which indirectly was the cause of Petrillo signing on the dotted line this week, was not included.

Mr. Petrillo, in discussing the code to which Luther A. Richman, President of the Music Educators National Conference, and Harold C. Hunt, President of the American School Administrators, were also a party, declared that it did not cover Dr. Maddy's camp because the camp "is a commercial institution".

The signers of the code agreed, however, that Dr. Maddy's camp might receive a hearing. They were told that the camp was sanctioned by the University of Michigan.

Dr. Maddy said at the University of Michigan, where he is a professor in the Music Department, that of the 1,160 young people who enrolled in the camp last Summer 550 were University of Michigan students receiving credit for their studies. Their teachers were paid by the University and the library, which is used by the entire camp, was established by the University, he added.

He said he would probably seek a hearing before the committee of the three signatory organizations.

Mr. Richman said the agreement will bring "greater understanding between the amateur and professional musician which should result in greater leeway for the amateur. On the other hand, it will mean less leeway for music schools which have over-stepped the boundary between music education and the entertainment field."

United States Attorney Otto Kerner, Jr., said in Chicago last Sunday night that the Government's Lea Act prosecution of James C. Petrillo, woon will be reopened.

Mr. Kerner said an amended criminal information against Petrillo is being prepared by the Attorney General's office in Washington.

The amendment will make minor changes in the original information to conform to the June 23 Supreme Court decision holding the Lea Act constitution, Mr. Kerner continued.

The original information accused Petrillo of violating the so-called Petrillo law in support of a demand that the station hire three more record librarians. WAAF said the librarians were not needed.

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MONTHLY RADIO SET OUTPUT INCREASES; TV FROM 10 TO 12,000

Radio and television receiver production in August began to move upwards toward an expected heavy output in the Fall months as manufacturers produced a total of 1,265,835 sets of all types for the month, the Radio Manufacturers' Association reports.

The August output brings to 11,031,935 the number of receivers manufactured by member-companies in eight months of 1947 and registers the first increase in monthly production since the peak was reached last April.

Television receiver production in August showed a gain over July and established a new record for the year, reaching 12,283 sets as against 10,007 for the five-week period in July. The previous monthly record was set in June when 11,484 television sets were produced.

August's television output was as follows: radio table models, 7,984; direct viewing radio consoles, 2,181; projection-type radio consoles, 92; direct viewing radio-phonograph combinations, 2,008, and 18 projection-type radio-phonograph combinations.

FM-AM receivers produced by RMA member-companies in August totalled 72,014 as compared with 70,649 in the July period.

RMA member-companies also manufactured in August 273,380 aubomobile radios, 149,150 portable radios and 26,080 table model battery sets.

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AUTO VISITORS' RADIO CURBS RELAXED BETWEEN CANADA AND U.S.

Interim arrangements have been made by the Federal Communications Commission between this country and the Dominion of Canada under which mobile radio transmitting equipment licensed by either Government can enter either country provided that the transmitter is sealed by customs officials to prevent its operation in the country visited.

After sealing the equipment at the border and noting that fact on a permit, the vehicle will be allowed to proceed. On leaving the visited country, the seal will be removed by the customs officer at the port of exit. The permit holder is warned, however, that should the seal be found to have been broken or removed, the vehicle will be subject to seizure.

The laws of both the United States and Canada prohibit alien operation of transmitting stations. Heretofore, Canadian visitors to the United States carrying such equipment in their cars have been warned at the border that to use the same in this country would be a violation of our laws. In the case of Canada, visitors from the United States were required to remove such equipment before entering its territory.

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BENTON REPORTED FINALLY OUT AT STATE DEPARTMENT

William Benton, Assistant Secretary of State in charge of information and cultural affairs, and storm center of the "Voice of America", has finally submitted his resignation to President Truman, according to latest Washington reports.

Secretary Benton has been a subject for controversy ever since he was appointed two years ago. He was hardest hit when his "Voice of America" program struck a snag in Congress which last June axed the appropriations. It was said that had Benton been removed at that time the "Voice of America" would have fared much better.

Mr. Benton was a former partner of ex-Price Administrator Chester Bowles of the advertising agency of Benton and Bowles.

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NEW MOVIE THEATRE OWNERS' ASSN. TO KEEP TAB ON TELEVISION

A new group, Theatre Owners of America, formed from the Motion Picture Theatre Owners' Association, and the American Theatres Association meeting in Washington, D. C. last week created among other committees a group to map ways to combat television and to fight the license tax imposed on theatres by the American Society of Composers.

Paul Raibourn, Paramount Pictures Vice-President in Charge of Television, told a subcommittee which set up a standing committee to keep tab on television developments, that Paramount has developed a "quick-freeze" system of putting television on movie film.

He predicted that within a year there would be enough television sets to give half the Nation's population access to the new form of entertainment.

Calling for a fight "all along the line", Spyros P. Skouras, 20th Century Fox President, told the exhibitors, who represent some 10,000 theatres with 85 per cent of the Nation's movie seats, that Hollywood faces "its greatest crisis and challenge".

Mr. Skouras charged that American critics had "ridiculed" the industry's "creative minds". They also "smeared the private lives of our people" and made fun of "the eccentricities of the producers."

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NBC TO TEST RADIO IN DIRECTING TELEVISION PRODUCTIONS

The Federal Communications Commission last week granted the National Broadcasting Company an experimental license to be used for testing radio direction in producing television plays at its New York studio. Stage directors, equipped with lightweight receivers, will receive instructions from the control booth.

Heretofore this communication has been available only through the use of headsets and connecting long cords plugged into various outlets about the stage. These trailing wires not only impeded the movements of the directors but became entangled in other equipment. They often became disconnected inadvertently and disrupted contact and production. Since the proposed radio system will be experimented within a shielded television studio, it is not expected to cause outside interference. It will use Industrial, Scientific and Medical frequencies which are available for assignment to low-power radio communication. Use of this band for such a purpose will tend to reduce the demand for other frequencies for convenience communication.

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NEW METHOD OF PREDICTING SUNSPOTS AIDS RADIO FORECASTS

The prediction of solar activity, which greatly affects radio communication and is evidenced by spots on the sun, has been advanced through the application of a new statistical method, by A. G. McNish and Virginia Lincoln of the National Bureau of Standards. The new technic, depending on available sunspot data for a number of previous 11-year cycles, has a sounder scientific basis than former methods of prediction. Moreover, it is expected to be applicable to a wide variety of cyclical phenomena, such as long-term weather variations and climatic changes.* * *

The sunspot number is obtained by counting the number of sunspot groups, multiplying by 10, and adding to the result the number of individual sunspots in each group. This statistical convention was adopted at the Zurich Observatory in the middle of the nineteenth century, and since that time has been standard all over the world.

Daily "soundings" of the ionosphere are taken all over the world by an international network of 58 ionosphere stations, 14 of which are operated or supported by the Bureau. These daily soundings measure the critical frequency (the limiting frequency for reflections back to the earth), absorption of radio energy 'an indication of the power required to transmit a given frequency over a particular distance), and the heights of the various layers (determined through the use of radar-like echo equipment). The sunspot predictions are correlated with this information to provide the working data used at the Bureau in predicting radio propagation characteristics.

(Continued at bottom of page 16)

SCISSORS AND PASTE

Trammell Credited With Leading Fight For Code
(Jack Gould in "New York Times")

The convention of the National Association of Broadcasters demonstrated the extraordinary difficulties that lie ahead in curbing excessive commercialism on the air.

Irrespective of the details of a code of standards, over which there is bound to be controversy for many days to come, the broadcasters divided into two broad groups.

The first group comprised broadcasters admittedly led by the older and more economically secure network affiliates, who have come to the realization that listener irritation over too many "plugs" is real and demands a prompt remedy.

The second group is dominated by independent outlets, many of them forced to contend with extremely competitive local conditions, which regard the one-minute "spot" commercial as almost a way of life. These stations constitute the real barrier to any reform movement.

Most active in the pro-code faction here undoubtedly was Niles Trammell, NBC President who at Atlantic City occupied the role held by William S. Paley, CBS Board Chairman, at the NAB convention a year ago in Chicago.

It was Mr. Trammell who provided leadership in the true sense of the word. Not only was he wholeheartedly in favor of a code but he crusaded for it among convention delegates with a fervor rarely seen at NAB gatherings.

Other stations noted that Mr. Trammell could afford to take such a stand because his network is the most prosperous. That, of course, is undeniably true, but it does not detract from the fact that Mr. Trammell also seemed most aware of the urgency of the problem presented by commercials.

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Newspaper vs. Radio News
("Editor and Publisher")

Alan Barth of the Washington Newspaper Guild writing in the Guild Reporter, says, among other things: "And we might as well face it: radio is now the primary news source for most Americans. . . "What's the source of that statement? It is probably the now-ancient (1945) poll conducted in Denver and much publicized by press critics.

If he had wanted to, Barth could have quoted the more recent Iowa poll (June 1947) which reveals that Iowans think newspapers are more fair than radio in news presentation and they rely more on newspapers than radio informing their opinions. There have been other polls disproving the Denver findings. But they didn't fit into Barth's argument.

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Maj. Armstrong, Father of FM, Sees Cheery Future
(Sonia Stein in "Washington Post")

Despite the fact FM broadcasting suffered another setback this week when under Petrillo's orders the Washington and Rochester locals of the American Federation of Musicians banned the broadcasting of live music from either of the two origination points of the Continental FM network, the father of FM broadcasting thinks the musical hitch is trivial compared to other obstacles FM has weathered.

Addressing members of the National Association of Broadcasters in Atlantic City following a demonstration of FM broadcasting beamed from station to station over long distances, Maj. Edwin Armstrong, discoverer of the staticless, high fidelity system of broadcasting, cited some of the serious obstacles already overcome. He mentioned the Radio Corporation of America as one of the early hindrances, since the company had been given "an exclusive preview of the FM invention (in 1934) and turned down the opportunity of making it available to the American public."

In an informal session afterward, Armstrong said this was one of the few cases where instead of the inventor not getting the profits of his invention, the public was denied the benefits of it for 10 years.

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Television Has Hollywood Reaching For An Aspirin
(Kaspar Monahan, Scripps-Howard, from Hollywood in "Washington Daily News")

Television has Hollywood badly worried. Its worries get down to the most basic of all problems in Hollywood - who's going to pick up the check? What sort of shows will there be?

Television is chiefly presenting "remote" bills, such as prizefights, baseball and football games. To a lesser degree it is bringing "live" shows into the homes - those produced in radio and television studios.

As an example of the latter, the Don Lee station in Los Angeles every morning televises the radio feature "Queen for a Day".

Stuart Phelps - show producer and official for the television station told me the late Mr. Lee put a fortune in this pioneer television set-up.

"Up to now it hasn't made a quarter, but better days are ahead for us", he said.

Television, once it takes hold, will be able to pay its own way. But there are many problems to be ironed out, of which these are uppermost:

Will sports promoters fear losses in patronage and demand a huge "take" from television? Will movie producers ever consent to the televising of their costly films? Wouldn't television kill the movie in a one-shot performance?

Will owners of television sets see the shows free or will they pay for the privilege? If so, how?

Will radio suffer? How much will it be changed?

Nobody I met in Hollywood could answer these questions. Everybody was speculating, theorizing, guessing - and reaching for an aspirin.

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TRADE NOTES

Philco is offering formal licenses to all set manufacturers to use, subject to royalties, its patents and inventions in the radio receiver, electrical phonograph, and television receiver fields, John Ballantyne, its president said today. Approximately 700 Philco patents and inventions are thus being made available to the rest of the industry.

New advances in large screen television with pictures six by eight feet will be shown tomorrow night (Thursday, September 25th) in Washington by the RCA Victor Division of the Radio Corporation of America.

Artificial crystals, the Bell Telephone Laboratores in New York announced this week, may soon be produced in quantities almost large enough to supplant most natural quartz, a product hitherto indispensable in long-distance telephone and radio work. The artificial crystals resemble huge clusters of rock candy, or ice cubes, as they "grow" in the laboratory in large glass tanks.

Sylvania is this month introducing its new 7-inch Oscilloscope (Type 132) to be used in radio servicing and which has industrial and laboratory applications. It will also be used in receiver alignment, audio circuit analysis, filter and vibrator waveform checking and transmitter monitoring. The price is $124.50.

Raytheon Manufacturing Company and Subsidiaries - Year to May 31: Net profit, $920,235, or 47 cents a common share, contrasted with net loss in previous year of $333,102; net sales, $66,414,310, compared with $105,886,829. On Aug. 1, 1947, backlog of Government business totaled $36,900,000, of which $23,600,000 represented production and $13,300,000 represented development contracts.

Representative John David Lodge (R), of Connecticut, a brother of Senator Henry Cabot Lodge (R), sailed on the "Queen Elizabeth" for Europe last week along with Representatives Frances P. Bolton(R), of Ohio; Donald L. Jackson (R), of California; Chester E. Merrow (R), of New Hampshire and Olin E. Teague (D), of Texas.

They will study political trends and the effectiveness of the cultural and information program of the State Department. After reaching Europe the group will split up and some will include stops in North Africa and the Middle East in their itinerary.

Asked what he thought of the State Department's Voice of America broadcasts to foreign countries, Representative Lodge commented: "The Voice of America has been speaking with a frog in its throat, If we could clear its throat it would be more effective."

L. F. Randolph, of the RCA Equipment Tube Sales organization, died last week after an illness of several weeks. Widely known and respected in the trade, Mr. Randolph had been with RCA for seventeen years, coming to the company from the E. T. Cunningham Co. when that organization merged with RCA Radiotron in 1930.

A new vacuum tube design for use on high voltages at altitudes up to 60,000 feet has been announced by Amperex Electronic Corporation, Brooklyn. The development work was sponsored by the Air Material Command of the U. S. Army Air Forces and the tube is especially important in control circuits of guided missiles.

To meet the unusual requirements of Great Lakes navigation, a special X-band (3 cm.) Mariners Pathfinder radar has been designed by Raytheon Manufacturing Co., Waltham, Mass.

This new model provides what is said to be a previously unattainable degree of "definition", presenting in truest possible detail a chart of the surrounding area. It permits two navigational buoys only 200 feet apart to be seen as separate distinct indications at distances greater than one mile. With the best previous equipment, these buoys would have to be separated nearly 400 feet to be observed with equal distinctness.

The U. S. Air Force plane completed a history-making trans-Atlantic flight piloted by radio this week opened new vistas of push-button aviation. The Douglas C-54 Skymaster completed the 2,400-mile hop from Stephensville, Newfoundland, to England, guided entirely by wireless.

From take-off until the four-engined craft landed and braked itself to a stop on the runway at Brize Norton airfield, 40 miles west of London, no human hand touched the controls. Officials emphasized that the craft was not a drone controlled by a "mother" plane.

Mr. and Mrs. Julian S. Myrick of East Hampton, Long Island, have announced the engagement of their daughter, Cynthia Southall, to Assistant Secretary of State Charles E. Saltzman, son of the late Maj. Gen. Saltzman, former Chairman of the old Federal Radio Commission.

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New Method Of Predicting Sunspots Aids Radio Forecasts (continued)

Groups now using the service include airline companies, steamship lines and the merchant marine, television and radio schools, American and foreign universities, radio and telegraph companies, manufacturers of communication equipment, consulting radio engineers, press wireless and telegraph services, radio magazines, broadcasting companies both here and overseas, industrial electrical firms, navigation instrument companies, research laboratories, electric power companies, and geophysical exploration organizations.

Full details of the new method for predicting sunspots may be found in the Technical News Bulletin of the National Bureau of Standards, Washington, September 1947 issue.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

Founded in 1924

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W. S. HEDGES

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No. 1794

October 1, 1947

RADIO BLAST TRUMAN'S REPLY TO ROVING G.O.P. CANDIDATES

Never was the power of radio for political purposes better exemplified than what is reliably reported to be President Truman choosing to answer the country-wide charges made by all the travelling Republican presidential aspirants - Dewey, Taft, Stassen and Joe Martin - with a single coast-to-coast broadcast next Wednesday (October 8) in Washington in connection with the celebration of Democratic Women's Day. Ostensibly it is to be a routine address but Washington observers believe that, although the speech will be addressed to the women members of his party, it will touch upon many issues of the 1948 campaign and will be directly aimed at Republican presidential candidates now so busily going around the country trying to line up votes. The President, it is thought, might even take the occasion of his broadcast to the women to put in something for Wallace who is just starting on a New England stumping tour.

An old campaigner close to the White House expressed the belief that President Truman could reach more people in one broadcast of 15 minutes than all the roving candidates could in 15 days of oldtime barnstorming. Furthermore it is argued that radio is far less dangerous for a visiting candidate than mixing around personally among various quarreling local factions. For instance, a slip on the part of Charles Evans Hughes in not calling on Senator Hiram Johnson when they were both in the same hotel on the West Coast probably cost Hughes the California vote, and his defeat by Woodrow Wilson.

As the 1948 campaign approaches presidential aspirants are snuggling up to radio station owners while touring the different States just as they used to, and still curry the favor of influential local newspaper publishers.

President Truman, who holds the whip hand on the Federal Communications Commission which, in turn, holds the Sword of Democles over all broadcasters, has praised radio on several occasions and more recently Governor Dewey, who never loses an opportunity to acclaim radio, has been even more outspoken on the subject.

Among congratulatory telegrams read by Robert S. Peare, Vice-President of General Electric, who presided at the broadcast celebrating the 25th Anniversary of Station WGY at Schenectady, was one from Mr. Dewey, which emphasized WGY as being one of the greatest broadcasting stations in the country. Continuing, the Governor's message read:

"Today radio has become an integral part of the daily lives of the citizens of our State. The daily news broadcasts, the public service and education programs, the information services and the entertainment provided by radio have become a necessary part of our civilization.

"During the long hard years of war the radio kept us informed hour by hour of the progress and victories of our fighting men and women. It served also to keep us alert to our responsibilities on the home front. It performed a splendid public service and contributed mightily in making Americans the best informed public in the world.

"In the days that lie ahead, radio is entering upon a new phase. Wartime developments have opened up possibilities of an electronic age hitherto undreamed of. Television and Frequency-Modulation will come into their own. More than any other channel of communication, radio can serve as a great force for good in the winning of the peace. It can link the freedom-loving people of the world together in a great communication system and do much to achieve international understanding and co-operation."

Governor Dewey on still another occasion commended the broadcasting industry for its vigilance in keeping the radio free of control by government and minority groups. The result is that the American listening public is the best informed in the world, he said.

Addressing the fourth annual convention of the Association of Women Broadcasters of the National Association of Broadcasters in New York City, the Governor warned of many groups "who want to take over radio and manipulate it for political and economic purposes."

Governor Dewey asserted that "radio has remained free by keeping its programs free of offense, by serving the right of the public to hear the truth and all shades of opinion."

"During recent years we have had many groups of earnest brethren who want to take over radio and manipulate it for political and economic purposes", he said. "But our networks and stations have seen to it that the meddlesome ones have no excuse for joining the other nations of the world in putting the iron control of government over what our people shall hear through the air."

President Truman's broadcast on Democratic Women's Day will be heard over the Mutual network via Station WOL in Washington at 1:30 P.M. EST next Wednesday, October 8th.

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WGBS, MIAMI, OTHER TALL RADIO TOWERS, ARE HURRICANE TARGETS

There is food for thought for broadcasters erecting tall FM and television towers in the way the devastating Florida and Gulf hurricanesmowed down some of these radio sky-scrapers.

WGBS, the Storer-Ryan Fort Industry station at Miami lost two transmitter towers at the height of the hurricane, but stayed on the air with the one remaining tower. Only a few minutes were required by transmitter engineers to make quick adjustments and get the station back on the air after the two towers were destroyed by

125-mile-an-hour winds. In accordance with a previously formulated plan, engineers and announcers went on duty at the transmitter the night before the storm. Duplicates of all local programs plus a supply of recorded music were kept at the transmitter. The foresightedness paid off, for the A. T. & T. lines were disrupted and no network service was available from Wednesday to Friday, when it was resumed only on a share basis with other network stations. Messages from other parts of the country requesting information about relatives were said by the Red Cross to have achieved nearly 100% response. All pertinent information was broadcast in both English and Spanish. The station was fortunate to have on hand four broadcast towers for its new 50-kw transmitter.

A tower of WIOD, Miami, was bent over double - almost exactly in half - the top of the tower touching the surface of the bay. At that, service was only interrupted several minutes while the transmitter was being re-tuned. WJNO at West Palm Beach lost a tower. A falling cocoanut tree broke the transmission line to the antenna at WWPG, West Palm Beach.

A tower of WNOE, New Orleans, collapsed but the station was able to carry on. Not so lucky was WSMB, New Orleans, which was forced off the air about 4 hours the day the hurricane hit.

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ZENITH THREE MONTHS' NET OPERATING PROFIT $376,744

Zenith Radio Corporation reports an estimated net consolidated operating profit for the first three months ended July 31, 1947 of its current fiscal year amounting to $376,744, after Federal income tax provision of $229,739, depreciation, excise taxes and reserves for contingencies.

"Although manufacturing efficiency improved during the past quarter as a result of improved manufacturing techniques and the maintenance of a high rate of output, these improvements were offset to a large extent by continuing increases in component and cabinet cost, together with the additional cost of a wage increase granted to all hourly workers in May 1927", E. F. McDonald, President, said.

"Demand for the company's home receivers, automobile radios and portable radios continues to be greater than the maximum output of our manufacturing facilities. Production of the new model '75' hearing aid is steadily increasing and is being offered only to registered owners of previous Zenith models. The demand from these owners has been greatly in excess of our ability to produce. Therefore, this new instrument will not be offered to the public generally until about February 1, 1948.

"Since our last report, Zenith has introduced Phone Vision, the new system developed by the engineers of this corporation which will make television economically sound by permitting the showing of first-run movies in the home over the telephone wire, for a fee.

"This service will not deprive the public of free television. It is an additional service which will be built into television receivers of the future. They will continue to receive all free television programs available, in addition to the special features for which a fee is charged.

"The public already have demonstrated that they are willing to pay for that which they want. All combination radio-phonographs, which represent the largest dollar volume of the radio industry, give two services: first, free radio and, second, music from phonograph records for which the owners pay.

"In a survey made this month in the Los Angeles area by an independent research organization, 73% of the television owners said that they are willing to pay for television programs of the type that will be offered by Phone Vision. Zenith is offering licenses under Phone Vision to its competitors, and is proceeding with its development."

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FCC SHORTENS SMALL STATION EMPLOYEES COMPENSATION REPORTS

The Federal Communications Commission has revised the report form, effective October 6, 1947. "Employees and Their Compensations", which is required to be filed annually by all broadcast stations and networks. The primary purpose of the present revision is to simplify reporting by the smaller broadcast stations (those with fewer than 15 employees) through permitting them to file employee and wage data on a new short form. This new schedule is especially designed to serve the dual purposes of reducing the reporting burden of small stations, and reflecting the low degree of job specialization at such stations, which typically employ multiple-duty or "combination" employees. It is expected that between one-third and one-half of all broadcast stations will be eligible to file the short schedule.

Larger stations and networks will continue to supply substantially the same information as currently, though in a simplified form.

The Commission feels that these revisions will complete its task, undertaken a year ago, of securing representative and reasonably complete data on the number, types and compensation of broadcast station employees. Such data are not available outside the Commission but also to present and prospective station operators and employees, and various public and private individuals and organizations interested in the radio industry. Returns filed on the new schedule will be completed and tabulations from them are expected to be available for public use shortly after the first of the year.

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FRANK MULLEN SHAKES 'EM UP IN NBC EFFICIENCY REVAMP

Important changes in the executive staff of the National Broadcasting Company have been made by Frank E. Mullen, Executive Vice President, in order to speed development of the network's coast-to-coast television facilities and its sight-and-sound programming. Further shifts are reported in the cards with maybe some new Vice-Presidents.

Mr. Mullen's announcement follows in part:

"John F. Royal, Vice-President, is appointed Assistant to the Executive Vice President on Television. Personnel of the Television Department will report to Noran E. Kersta, Director of Television Operations, who will report to the Executive Vice-President.

"In order that O. B. Hanson, Vice President and Chief Engineer, may devote the major portion of his time to assisting the Executive Vice-President in the development of NBC's nation-wide television system, George McElrath is appointed Director of Engineering Operations.

"Mr. McElrath will assume full responsibility for the management and operation of the technical aspects of sound broadcasting and the business administration of the home office engineering groups. Mr. McElrath will report to John H. MacDonald, Administrative Vice President, on matters pertaining to the management of the department. However, Mr. McElrath will continue to report directly to Mr. Hanson on matters of technical design and engineering.

"Charles P. Hammond is appointed Assistant to the Executive Vice President. James H. Nelson is appointed Director of Advertising and Promotion, reporting directly to Mr. Hammond.

Mr. Mullen explained that Mr. Royal would actively assist him in the development of new talent and features for NBC's rapidly expanding television network.

"With two more stations joining our video network this year, many more planning to join in 1948 and with technicians beginning to gather the country together by co-axial cable and radio relay, programming has now become of prime importance to television. It will be Mr. Royal's task to work with me in complementing our excellent facilities with the best programs possible."

Mr. Kersta, Mr. Mullen said, would be in charge of the broadcast operations of the NBC Television Department.

Mr. Hanson will assist Mr. Mullen in planning the expansion of the technical phases of television. He will supervise the building and installations of new stations, inter-connections, relays and other engineering facilities.

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MOVIE THEATRE OWNERS HAVE FIRST VIEW OF LARGE SIZE TV

An occasion which might have historic significance was last week in Washington when the Theatre Equipment and Supply Manufacturers' Association and the Theatre Equipment Dealers Protective Association witnessed the first demonstration to be given before theatre groups of large-screen television.

The show was put on for them to give an idea of the Radio Corporation of America's development of 6 by 8 feet stage pictures. Furnished by the National Broadcasting Company's television station WNBW, the pictures were clear and bright. No attempt was made to secure individual opinion of the theatrical exhibitors but the impression gained was that the showing had been favorably received.

Possible applications of large-screen television, in addition to that in the theatre, it was pointed out by J. F. O'Brien, Manager of the RCA Theatre Equipment Division, include the accommodation of overflow crowds at conventions and meetings, and accommodation of television studio visitors.

The experimental large-screen television projector used in the demonstrations is the result of intensive research carried on by RCA engineers and the RCA Laboratories for several years in the fields of optics, electronic circuits, and special-type tubes. It employs the system of reflective optics developed by RCA, combining great magnifying power with minimum loss of light, and a new high-voltage projection type cathode-ray tube with a picture screen composed of extremely brilliant phosphors.

Recalling that large-screen television was demonstrated by RCA before the war, Mr. O'Brien explained that the projector used in the present demonstrations incorporates many refinements made possible by advances in both electronics and optics during and since the war.

"The equipment used in Washington, because of these refinements", he said, "affords greater picture detail, higher brilliance, and increased steadiness. The picture size is 6 by 8 feet, with a projection throw of 15 feet. The projector is 52½ inches long, 32 inches wide, and 62 inches high. This is identical to the projectors which RCA is supplying to Warner Brothers and 20th Century-Fox for use in further research in connection with the application of this type of television system in the motion picture industry."

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The number of radio receiving sets licensed in Sweden as of March 31, 1947, was 1,915,602, compared with 1,895,349 in December 1946, the U. S. Commerce Dept. reports.

The number of sets equipped for short-wave reception is estimated at about 75 or 85 percent of receivers now in use, or approximately 1,530,000.

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INCREASED LABOR COSTS CAUSE RADIO PRICES, SAYS GEDDES

Greatly increased costs of factory labor, now 69 percent higher than prewar, and of materials, freight, etc., are responsible for present radio prices and preclude radical price reductions, Bond Geddes, Executive Vice President of the Radio Manufacturers' Association, said in an address at the third annual Trade Show of the West Coast Electronics Association in San Francisco last Saturday.

Pointing out that the average hourly rate of pay in the radio industry rose from 58.1 cents in 1939 and 68 cents in 1941 to $1.15 at present, Mr. Geddes went on :

"A large part of the whole spiral of inflated radio costs is based on labor, in my opinion. This applies also to raw material, freight and selling costs and up the line to components, receivers, transmitters - in fact to all industry products."

Nevertheless, Mr. Geddes predicted that 1947 will prove one of the best years for the radio industry and the present high level of production will continue into 1948 "with the assurance of wide and new markets through FM, television, and other electronic applications."

Present indications are that 1947 will establish a new record for radio set production and sales, he said. The industry's output, as measured by RMA member company reports, was 11,031,935 receivers during the eight months through August. This gives every indication, he added, that 1947 will exceed the previous high of last year when the industry produced 15 million receivers with a dollar volume of $415,000,000 in spite of reconversion difficulties.

"As the final quarter of the year customarily brings 60 percent of our annual sales, we can confidently look forward to a new all-time record in 1947 of above 15 million sets and a probable total industry dollar volume of close to three-quarters of a billion", Mr. Geddes declared.

In radio set production the percentage of radio-phonograph combination receivers this year is about double the 1941 rate, of both table and console types, while straight consoles, with phonographs, have almost disappeared from the market, he added.

The public has always benefitted from the keen competition that is traditional in the radio industry, Mr. Geddes pointed out, as well as from the continuing technological advancements.

"There is no monopoly, price or production collusion in our industry, either in receiving sets, tubes, parts or any other line", he added.

The record of the industry in FM set production completely refutes the charge of some FM broadcasters that manufacturers have

been "stalling", Mr. Geddes stated. Moreover, it is fundamental that neither the dealers nor the public will buy FM sets in areas where there is no FM broadcasting service.

"Television, as I see it, has at long last turned the corner", he said in reviewing the part that RMA has played in its development.

"This year has been the first really aggressive promotion, substantial production and tremendous public interest in television. Already RMA statistics record production, for the first eight months ending in August, of 68,669 television receivers. This indicates total 1947 sales of certainly 100,000 television receivers, with increasing commercial sponsorship by local as well as prominent national interests, promising to raise television to new heights in 1948."

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TAFT SAYS PRESS GIVES G.O.P. BEST BREAK; RADIO WORST

Appraising his idea of press and radio treatment accorded to Republicans in Washington, Senator Robert A. Taft in Portland, Ore., according to Robert C. Albright of the Washington Post said Republicans got "an even break" from Washington newspapermen generally but "less than an even break" from columnists. He charged that "two thirds of the radio comment is anti-Republican" and offered to back that up with a "list" back in Washington.

The Associated Press reported Senator Taft as saying regarding the Republicans' Washington treatment:

"Newspaper men generally: "An even break".

"Newspaper columnists: 'Less than an even break.'

"Radio commentators: 'Very much worse than an even break.'

"The 'scoring' was in response to questions at a news conference.

"He said he thought 'the orthodox view among everybody in Washington, including newspaper men, was still the New Deal view.'

"Radio, he said, gave the Republicans 'a bad break', while 'two-thirds of the radio comment is anti-Republican.'

"'I think the columnists are a little against us but I think that they are getting much more friendly now', he added."

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HEAVY WORLD SERIES ADVERTISING MAKES CAPITAL TV CONSCIOUS

If the newspaper advertising of the telecasting of the World Series games was as heavy in all the cities as it was in Washington, television got one of the biggest publicity boosts in its history. Page ads were carried by television manufacturers, distributors, and retailers.

Furthermore, broadside invitations were extended by department stores and others handling television sets inviting one and all to come and see the World Series "for free". The response was tremendous. Capacity audiences were reported everywhere with the result that thousands in the Capital have been made television conscious. At this early writing (Wednesday) no reports are available as to the actual number of sets sold or orders taken.

Ford Motor Co. and Gillette Safety Razor Company co-sponsored the telecasts, the rights for which were sold to these companies for $65,000.

In order to encourage the development of FM in the Washington area, WOL and the Mutual Broadcasting System, Commander T.A.M. Craven, WOL General Manager made arrangements to make the broadcasts of the Series available to WASH-FM. WOL and MBS had exclusive rights to the "Series" broadcasts in Washington - however, WOL-FM was not completed in time to broadcast the Series.

To bring these games to an even larger listening audience, WOL and MBS through Commander Craven also completed arrangements to have the play-by-play broadcasts carried over the lines of the Muzak Music Service.

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BRITISH WILL GO TO TOWN BROADCASTING THE ROYAL WEDDING

Special broadcasting arrangements are being made for the wedding of H.R.H. Princess Elizabeth and Lieut. Philip Mountbatten, R.N., on November 20. BBC's Overseas Services will give world coverage to broadcasts of the wedding ceremony in Westminster Abbey and to accounts by commentators stationed along the route of the procession from Buckingham Palace to Westminster Abbey and back. Listeners all over the world will be able to listen to the ceremony and hear descriptions of the scenes in London by tuning in to the BBC.

Later that day and on the day following the BBC will broadcast in the Overseas Service a sixty-minute program compiled from recordings of the ceremony and of on-the-spot descriptions and reports from London. Before November 20 a thirty-minute feature program describing the preparations being made for the Royal Wedding will be broadcast in all services.

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WASHINGTON, D.C.'S THIRD TELEVISION STATION BEGINS THURSDAY

WMAL-TV, Washington's newest television station, will open Friday night, October 3rd, by televising the Georgetown-Fordham football game from Griffith Stadium.

Last minute technical preparations for the first telecasts are moving apace at the WMAL-TV transmitter site at American University. WMAL-TV will also cover all home games of the Washington Redskins pro games. The pro grid series opens on Sunday, October 5th with the Redskin-Pittsburgh Steelers game, also from Griffith Stadium.

Station WTTG, Dumont, was the first television station in the National Capital followed later by WNBW, NBC; WMAL-TV is owned and operated by the Washington Evening Star.

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STATE DEPT. "VOICE" ADVISORS TO CARRY ON; COWLES CHAIRMAN

Despite the resignation of William Benton, former advertising executive, as Assistant Secretary of State, the Radio Advisory Committee chosen by Mr. Benton is expected to carry on until Congress at its next session decides the fate of the "Voice of America".

Gardner Cowles, President of the Cowles Broadcasting Company and publisher of the Des Moines (Ia.) Register & Tribune, who at one time headed the Domestic Branch of the Office of War Information, was first named and presumably will be Chairman. Other members in addition to Mr. Cowles, are:

Wesley Dumm, President, Associated Broadcasters, Inc.; Mark Ethridge, publisher of Louisville (Ky.) Courier Journal; Walter Evans, President of Westinghouse Electric Corporation; Don Francisco, Vice-President and Director of J. Walter Thompson Advertising Agency; the Rev. Robert I. Cannon, President of Fordham University; Edgar Kobak, President of Mutual Broadcasting System; Roy Larsen, President of Time, Inc.; Harold Lasswell, School of Law, Yale University; Walter Lemmon, President of World-Wide Broadcasting Foundation; Justin Miller, President of National Association of Broadcasters.

Also, Edward Noble, Chairman of American Broadcasting Co.; Paul Porter, former Chairman of the Federal Communications Commission; Philip Reed, Chairman of General Electric Co.; James D. Shouse, President of Crosley Corp.; Frank Stanton, President of Columbia Broadcasting System; Niles Trammell, President of NBC.

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WHAT THE PRESS THINKS OF THE NEW BROADCASTING CODE

Of the National Association of Broadcasters' Code adapted at Atlantic City, the New York Times had this to say:

"That the convention did not produce wholly definitive results probably is only to be expected. The text of the proposed new code of standards runs nearly 4,500 words in length, and a majority of the important clauses have a direct bearing on the financial revenue of many if not most of the eleven hundred stations represented in the N.A.B. membership. If a new code is to be effective, a station operator is entitled to know in detail what is expected of him.

"But as was emphasized by Charles R. Denny, Jr., Chairman of the Federal Communications Commission, radio will serve its own interests if deliberations on a new code are implemented by practical action."

The Washington Post expressed itself, in part, as follows:

"It is but fair to say that the major networks and most individual radio stations already adhere to standards higher than those prescribed in the NAB code which is, plainly, a minimum of decency. The industry's problem is to compel adherence to this minimum of decency on the part of those stations which have no regard for principle. The code as announced makes no provision for enforcement; and indeed it is hard to see how the industry, which must suffer in prestige from violations of its code, can punish the violators in any way save through publicity. It is here, perhaps, that the FCC and the NAB can cooperate effectively. 'If you adopt a good code', FCC Chairman Denny told the NAB convention, 'the Commission may . . . inquire whether a particular station has lived up to the minimum standards adopted by the industry.' He made it clear, however, that the FCC would not let the industry prescribe the Government's standards. It would simply, as it should, help the industry to help itself."

Variety:

"Actually, the code as adopted by the NAB Board of Directors in Atlantic City last week leaves the one vital issue - the limitation on commercial time - open for revision. And on this point hangs the effectiveness of the entire code. For should the broadcasters, through their directors on the NAB, fail to endorse this particular provision, all other gains would be meaningless. Overcommercialization has done more to handicap radio's stature than all other abuses combined. * * * * *

"There's a vital job to be done in the interim period before the Board again meets in November to consider the industry sentiment that the next few weeks will bring forth. It's the men of wider vision, those who prepared the code and those who fought

for its adoption, who must carry through and convince the unconvinced of the wisdom of self-regulation. To water down what is basically the heart of the code would negate any credit redounding to the industry from the adoption of all the other features embodied in the code, regardless of their merit. The job isn't over by a long shot, neither for the broadcasters nor for that segment of the public which inspired the realization for the need of a code. If by any chance they leave well enough alone and assume that its adoption is a fait accompli, it could well be that, come November, all the gains achieved in Atlantic City may be lost."

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FRENCH DECORATE SARNOFF; MADE LEGION OF HONOR COMMANDER

Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, received the Cross of Commander of the French Legion of Honor last week at a reception at the Waldorf-Astoria Hotel in New York City.

Ludovic Chancel, French Consul General in New York, made the presentation in recognition of General Sarnoff's "distinguished services in France as an officer at Supreme Headquarters; his re-establishment of communication circuits following France's liberation and his outstanding work during more than thirty years in building friendly relations and understanding between the peoples of America and France."

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MRS. ROOSEVELT ASKS VISHINSKY TO APPEAR ON HER RADIO PROGRAM

Mrs. Eleanor Roosevelt has invited Andrei Y. Vishinsky to appear as a guest next Sunday, October 5th, on the first of a series of broadcasts at which the late President's wife will be moderator, her secretary said last night.

Miss Malvina Thompson, Mrs. Roosevelt's secretary, said the Russian Deputy Foreign Minister was asked to appear or to send someone to represent him. He has not yet replied, the secretary said.

Mrs. Roosevelt has also asked Stanoje Simic, Yugoslav Foreign Minister, to appear on the broadcast, first of a series of panel discussions of United Nations problems over the American Broadcasting Co. network. Several Americans have been invited to appear with Vishinsky and Simic.

First topic on the series, to be broadcast at 12:30 P.M. EST, each Sunday, will be the draft submitted to the U. N. General Assembly by the Commission on Freedom of Information, discussion of which led to charges and countercharges of "warmongering". Mrs. Roosevelt has been designated officially to answer Vishinsky's "warmongering" charges against the United States.

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SCISSORS AND PASTE

Atlantic City? Never Again!; NAB Also Rapped
("Variety")

Dog-tired, footsore broadcasters, weary after four days' exposure to Atlantic City sun and plenty of hot air at Convention Hall, are now in the process of making it plain to the National Association of Broadcasters that this year's convention was definitely not the dish they ordered.

Most broadcasters appear to feel NAB did a swell job of organization but plenty of hot letters are expected here blasting Atlantic City as a convention site, the wholesale failure of the resort hotels to honor long-held NAB reservations and the difficulties of making contact when 3,000 convention goers are bedded down in a dozen, widely separated hotels.

Survey of returned station men indicates strong feeling that this Convention - with the exception of the Code discussions and post-Convention anti-Petrillo resolutions - lacked both the wallop and spirit of last year's Chi meet.

Here are some of the gripes:

1. Small station men and newcomers to radio apparently came away with impression that webs are still calling all the plays at NAB and that the Association, badly in need of more dough, has to play ball with the big fellows as their best chance of plumping the NAB kitty. Some sentiment was found that NAB has grown too big to adequately care for all segments of its membership during single brief convention.

2. Although Petrillo problem was No. 1 concern of all broadcasters, NAB soft-pedaled the entire subject. Again, wee-watters and new NABers who were attending their first convention protested that not enough attention was given to the No. 1 problem of survival. As evidence, some pointed to "shotgun" tactics in pushing through the Code, even in tentative form, and earmarking of only one session to economic problems. A few managers thought both Denny and the NAB could have dredged up more advice for them.

3. Slipshod handling of balloting for new Directors is being mentioned as indication that NAB elections are cut and dried, to perpetuate the old guard.

4. There was general dissatisfaction with hastily-assembled non-radio speakers - NAM's ultra-conservative Robert Wason and James O'Neill, of the American Legion.

5. Convention-goers' complaint about the BMI entertainment for the NAB annual banquet was that there was not too little, but too much talent, and affair was at least an hour too long.

6. Broadcasters and everybody else in Atlantic City "to make a deal" were griped by difficulties of catching up with people, most of them en route to any one of several parties in a half-dozen different hotels.* * * Unlike the Chi convention last year where the lawyers picked up plenty of new business, plaint this year is that everybody is trying to sell his station at a fancy figure before the bottom drops out of radio.

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Radio in AFL 2 Million Kitty To Beat Taft-Hartley Act

(Drew Pearson)

A two-million dollar kitty will be voted at the San Francisco convention of the American Federation of Labor, October 6th to launch the AFL's campaign to defeat members of Congress who supported the Taft-Hartley labor bill.

Question troubling AFL leaders is how to spend the money without violating the Taft-Hartley Act which prohibits a labor union from using union dues for political activity. Here is how AFL moguls plan to do it.

The two million dollars will be spent in a so-called press and radio "educational program" to acquaint the American public with the great strides made by labor and industry under the Wagner Act, now supplanted by the restrictive Taft-Hartley Act.

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American Legion, American Bar Assn. O.K. NBC Crime Ban

(Jack Gould in "N. Y. Times")

Already the NBC decision not to carry horror epics before 9:30 at night has occasioned enthusiastic approbation from the American Legion, the American Bar Association and countless parent-teacher groups.

The impression seems widespread, in fact, that the time limitation on mystery shows applies to broadcasting as a whole and not merely to only one of the four networks. As a matter of blunt truth, however, the NBC ban will have little immediate effect on the problem of crime shows in relation to young listeners. It is NBC's three competitors, Mutual, ABC and CBS which always have carried the greater number of thrillers and chillers, and they have made it plain that they plan no changes in their existing schedules.

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Indications of Television's Advertising Pull

(Television Broadcasters' Assn. "News Letter")

Television set owners are highly responsive to offerings made via video screen, recent programs aired in Chicago and New York indicate. Station WBKB in Chicago, during a telecast sponsored by Arbee Food Products, demonstrated a commercial item known as the "Scrap Trap", a disposal device retailing for $2.19. An additional month's supply of paper bags free to all viewers who phoned orders at the close of the show was offered. They responded by swamping WBKB's switchboard with more calls than it could handle. Station officials estimate that one out of every 38 viewers in Chicago bought the item.

In New York City during the premier production of John Reed King's new "Party Line" show over WCBS-TV from the Board Room of the Music Corporation of America, over 400 telephone calls literally swamped a 33-trunkline, 3-position switchboard.

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TRADE NOTES

In his broadcast over ABC last Sunday night, Drew Pearson said Col. Robert R. McCormick, publisher of the Chicago Tribune and owner of WGN was about to purchase an airplane for a trip around the world and hoped to bring General MacArthur back with him in a triumphal return from Japan.

(This whole story was very much denied by the Washington Times Herald, who said he was going via Pan American Airways and that he was going to Japan but doubted that General MacArthur would return with Colonel McCormick and his wife.)

Grenville R. Holden, formerly with OPA and Office of strategic Services in Washington, elected to Board of Directors of Electronic Tubes, Ltd., London affiliate of Sylvania Electric Products, Inc.,

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First television pick-up of actual wrestling matches in Cincinnati was made by W8XCT, Crosley's experimental television station last Thursday.

Wayne Coy, General Manager of WINX and WINX-FM, Washington Post stations, has sent this card to station listeners:

"I regret to inform you that the WINX, WINX-FM Good Music Schedule will no longer be published. The September issue was the last. The constantly increasing cost of the publication has become prohibitive.

"It is hoped that you have enjoyed the booklets in the past, and that you will continue to enjoy our good music and other programs. We, on WINX and WINX-FM, shall always try to bring you the best."

Latest count shows that more than 1,600 broadcasters and 25,000 radio dealers will join in the observance of National Radio Week this year, October 26-November 1, RMA and NAB say.

Father and son "Disc jockey" team of WOL in Washington, Michael Hunnicutt, Sr. and Jr., were pictured in the September 15th issue of Newsweek. A half hour juvenile seg emceed every Saturday morning by 6 year old Michael. Mike, Sr. has dreamed up a series of "dressing" contests at 7:45 every morning designed to help mothers and dads rouse their offspring in time to make their classes.

Hunnicutt invites young listeners to hop out of bed giving them five minutes to get their duds on. Hunnicutt counts (by radar, of course) the kids that are dressed in time. They are asked to send in their dressing experiences with the most unusual ones being awarded prizes.

Commentator Walter Winchell was added to the lengthening list of American "warmongers" by Andrei Vishinsky, Soviet Deputy Minister of Foreign Affairs.

Supposed to be radio's oldest regular performer is "The Factfinder" at WTOP-CBS Washington. He was 77 years old September 26.

A member of Mrs. Fiske's original company, the actor was understudy for George Arliss for five seasons, starred in Ibsen's "Ghosts", played with Nazimova, Grace George, and other famed stage personalities and was a member of the Army "Black Chamber" during the first World War. "The Factfinder" began on WTOP in January 1945.

At the TESMA-TEDPA annual convention and trade show in Washington last week was shown RCA's newly designed tube-type rectifier which is an improved model, contributing to a clear, bright, flickerless picture on the screen. It has no moving part and requires no power-wasting and heat-producing rheostats.

Taxicabs with two-way FM radios evacuated thousands from the flooded areas of New Orleans during the recent hurricane.

With special permission of the FCC, Mayor De Lessops Morrison established a dispatch center in his office to direct the fleet of 100 Checker Cabs equipped with these devices.

It is estimated that the 100 cabs did the work of 400 trucks as they made instant response to instructions from Red Cross, police and port of embarkation authorities. The drivers contributed their services, staying on duty until the emergency was over.

Visiting the Nation's Capital last week was Maurice A. C. Gorham, Director of Television for the British Broadcasting Corporation. Mr. Gorham visited NBC's Washington television station WNBW.

Mr. Gorham is in the United States to study American television programming and techniques. After visiting WNBW and meeting with the staff of the station, Mr. Gorham attended a demonstration of RCA's new six by eight foot theatre-size television receiver.

Robert J. Burton has been elected a Vice President of Broadcast Music, Inc. Mr. Burton, who joined BMI in January, 1941, will be in charge of public relations and continue to act as resident counsel.

Three 1947 sedans and $1,000 in cash are being offered retailers and their salesmen handling the RCA Victor line by the RCA Victor Home Instrument Department in a contest designed to stimulate their knowledge of the company and its products.

RKO Television Corporation in New York has sent a press release saying it will carry on exactly as planned when the Corporation was formed "to create and package film shows for television stations and for advertisers".

Ralph B. Austrian, former RKO TV President, now Vice-President of Foote, Cone & Belding will continue to serve RKO as consultant.

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No. 1795

October 8, 1947

NEWEST STATION CREDITED WITH SELLING TV TO WHITE HOUSE

According to a reliable informant it took Washington's baby television station WMAL-TV, which only went on the air last Friday, to sell televising to the White House after WMAL-TV's older competitors WNBW and WTTG had failed to crash the gate on previous broadcasts. Thus, our informant reveals, there was considerable surprise expressed by the two Washington rival television stations to learn that when, as a result of pressur exerted by Kenneth H. Berkeley, General Manager of WMAL-TV, President Truman had at last consented to the televising of his address to the nation on food conservation which he delivered last Sunday night. It was the first time a President of the United States had ever been televised addressing the people of the nation from the White House. He had previously faced television cameras but never before at the Executive Mansion.

Mr. Berkeley, it was said, had been assured that it was useless to try to get the President to reverse himself. Nevertheless, though he was the newest man in Washington in television, although probably the oldest in radio, and knowing his way around the White House, he decided to make another try in cooperation with his assistant Bryson Rasche and Burke Crotty, WMAL-TV director.

Thus a great victory was achieved not only for WMAL-TV but for the other two Washington stations WNBW and WTTG as the White House when it did decide to act, let down the bars to everyone. In that way WPTZ, Philco's station in Philadelphia, WABD, Dumont, WCBW-TV, CBS, and WBNT, NBC, all in New York City, got aboard via coaxial cable and WRG, General Electric station in Schenectady by radio relay. The first White House television program was directed by Mr. Crotty of WMAL-TV with Walter Compton of Dumont station WTTG serving as announcer. Technical facilities, two image orthicon television cameras, and technical staff were provided by the NBC station WNBW.

It is possible the World's Series may have had something to do with the President's change of heart about telecasting his European food plea. Several television receivers had been set up in the White House especially for the World's Series, one in the President's office. One story was that while talking with Henry J. Kaiser Friday, Mr. Truman was keeping a close eye on the game. However, Mr. Kaiser said something which caused the President to turn away just as Pinch Hitter Cookie Lavagetto won the game for the Dodgers in one of the most surprising plays in baseball history. Seeing the game suddenly ended, the perplexed President is reported to have run out to the Secretary's office to find out what had happened.

According to the dope, the sets installed in the White House were RCA, Philco and Dumont.

WMAL-TV itself only went on the air that same Friday night (October 3), two days before the presidential telecast. It presented

the Georgetown-Fordham football game in Washington as its major attraction.

The station is the third television transmitter to begin operation in Washington and the 14th in the country.

Samuel H. Kauffmann, President of The Evening Star Broadcasting Co. in opening the first program of the new station, declared operation of the television station is another step in the newspaper's policy of rendering service to the people of Washington, Maryland and Virginia. Mr. Kauffmann spoke at dedicatory ceremonies held in WMAL-TV's transmission station on the American University campus.

Pointing out that The Star has been dedicated to the principle of "fair and impartial service" of all news since its inception in 1952, and that Station WMAL has been dedicated to the same type of public service since its purchase by The Star in 1938, Mr. Kauffmann declared:

"Tonight, The Evening Star brings you still a third service - a new and exciting one - WMAL television. In the near future - WMAL-FM.

"Through these four communication services - newspaper, standard radio, frequency modulation and television - The Washington Evening Star will continue its high standard of service to the people of Washington, Maryland and Virginia.

"WMAL-TV is now on the air - dedicated to serving you."

Among the congratulatory messages received by the station were telegrams from Mark Woods, President of the American Broadcasting Company; Edward J. Noble, ABC Board Chairman; Bob Kintner, ABC Vice President, and Frank M. Folsom, Vice President of the RCA Victor Division.

Setting a new speed record as the broadcast industry's quickest installation of a complete television station, WMAL-TV went on the air with the nation's first high band television transmitter less than a month after delivery of the RCA transmitter and other equipment.

The 5-kilowatt television transmitter and complete station equipment were delivered to WMAL-TV at the beginning of September and were completely installed by the station's engineers in time to telecast the football game Friday night.

Following the dedication of the new station, WMAL-TV got off to its official program start, showing a newsreel and a short subject. Then, about 8:23 P.M. the scene switched to Griffith Stadium for the football game. It also began carrying the World's Series games Saturday.

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DESPITE DENIAL DENNY STILL HAS 'EM GUESSING RE FCC EXIT

Although Charles R. Denny, Chairman of the Federal Communications Commission denied last Sunday that he would resign from the Commission January 1st, a rumor still persisted that he would eventually accept an offer which is now pretty generally believed to have been made to him to succeed Judge A. L. Ashby as General Counsel of the National Broadcasting Company and that the deal as yet had not been closed.

When the question was put up to Mr. Denny, he said:

"I have no plans for leaving the FCC. I am going to clean up a few left-overs from the International Telecommunication Conference and then take a twenty day vacation."

That would be one day for every week the Telecommunications Conference over which Mr. Denny presided has been in session at Atlantic City. It concluded last week when representatives from 78 nations signed two important basic international agreements in the field of communications.

One of the documents is a treaty known as the International Telecommunications Convention of Atlantic City, the other an agreement governing the technical and operating phases of international radio communications, known as the International Radio Regulations of Atlantic City. They brought the international machinery and regulations in the communications field abreast of the technical developments since the conference at Cairo ten years ago.

Mr. Denny also served as Chairman of a third conference, intended to work out high frequency problems, which was reduced to a preparatory meeting in Atlantic City with a regular session set for Mexico City in 1948 on that phase of radio operations.

"We have firm confidence that the machinery we have set up and the regulations which we have written will insure that radio will attain its maximum contribution to the education, safety, and comfort of men everywhere", Mr. Denny said.

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WBBM IS GIVEN CITATION FOR "REPORT UNCENSORED"

WBBM, Chicago, received a special award October 1 in recognition of its radio series, "Report Uncensored", which dealt with study of juvenile delinquency in Chicago and Cook County. The award, in the form of a gold scroll, was presented H. Leslie Atlass, CBS Vice-President, by the John Howard Association, organization dedicated to rehabilitation of persons after penal confinement.

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FULTON LEWIS TO SUE OVER DISMISSAL BY FARM COOPERATIVE

Fulton Lewis, Jr., news commentator for the Mutual Broadcasting System, who was dismissed from membership in the Southern States Cooperative Farm Organization said last Saturday he had decided to appeal the action to the State courts.

Dismissal of Mr. Lewis, owner of a 250-acre farm near Leonardtown, Md., came after a day-long session in Richmond, Va., of the 14-member Board of the organization which claims to have 211,000 farmer members in six States.

Charging him with "lack of sympathy with the objectives of the farmers", the cooperative asserted Mr. Lewis had embarked on a radio "propaganda campaign" designed to "mislead the public into believing that farmer cooperatives are socialistic, if not communistic and are tax dodgers."

The Board found that Mr. Lewis "in his public utterances beginning February 20, 1947 and continuing at frequent intervals, has acted and is acting contrary to the aims and purposes and the best interests of this Association."

Consequently the Board resolved "that by reason of the foregoing findings, Fulton Lewis, Jr., be and he is hereby dismissed from membership in this Association and that he hereafter be denied the rights and privileges of membership."

The radio commentator, who appeared at the sessions in Richmond with his attorneys, claimed he "had no reasonable opportunity to defend himself."

He called the meeting "a star chamber proceeding, a drumhead court-martial, with unsubstantial accusations, without support in proof and fact."

Declining an appeal to the cooperative's annual membership meeting in Richmond November 10, Mr. Lewis said he would take his case to court.

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RMA TO PASS ON FINAL NATIONAL RADIO WEEK PLANS

Final plans for observance of National Radio Week, Oct. 26, in which the nation's broadcasters will participate as co-sponsors, will be presented to the annual Radio Manufacturers' Association's Fall Conclave in New York, Monday, October 13.

The Advertising Committee, with Vice Chairman Victor A. Irvine, of Chicago, presiding, will meet Tuesday afternoon, October 14th, to review the National Radio Week program and the progress of the continuing Radio-in-Every-Room sales promotion campaign.

The Board of Directors meeting, presided over by President Max F. Balcom, of Emporium, Pa., will highlight a series of committee meetings extending over four days. The RMA Directors will meet on Wednesday, October 15, at the new headquarters of the Institute of Radio Engineers, 1 East 79th Street, on invitation of IRE President, W. R. G. Baker, of Syracuse, N. Y., who is also an RMA Director and head of the Engineering Department. All other meetings will be at the Roosevelt Hotel as usual.

Several new projects for aiding television broadcasters and promoting television's development will be considered by the RMA Board of Directors, along with a variety of new Association service for RMA members.

The first sessions will be held Monday morning, October 13, when five sections of the RMA Parts Division hold membership meetings. On the following day, the Executive Committees of the Set Division, under Chairman Paul V. Galvin, of Chicago, and the Executive Committee and Section Chairmen of the Parts Division, under Chairman J. J. Kahn, of Chicago, will meet, along with members of the RMA Tube Division, under Chairman R. E. Carlson, of Newark, N. J. The Transmitter Division Executive Committee and Section Chairmen, under Chairman S. P. Taylor, of New York, will meet Thursday morning, October 16.

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FEDERAL RADIO CAUSES I.T.& T. LOSS; SITUATION NOW BETTER

Reporting a consolidated net loss of $3,109,870 for six months ending last June, as compared with a similar loss of $1,230,611 for the corresponding period of 1946, Sosthenes Behn, Chairman of the International Telephone and Telegraph Corporation, said:

"The consolidated net loss for both periods is attributable to the losses of Federal Telephone and Radio Corporation, the manufacturing subsidiary in the United States. The losses of Federal, which have continued through the third quarter of 1947, are disappointing. The Management, however, can now advise that considerable progress has been made in solving many conversion problems and that since the recent solution of Federal's labor difficulties, production has been increasing and the results from operations of Federal are showing steady improvement.

Unfilled orders of Federal now total approximately $44,100,000 as compared with $38,600,000 at December 31, 1946.

Cash advances to Federal for working capital and plant construction and equipment in 1947 to date total $22,480,000.

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SYD. EIGES BOOSTED TO NBC V-P; ALSO CHAS. P. HAMMOND

Two more NBC executives now have "Vice-President" painted on the doors of their offices in New York. They are Sydney H. Eiges, Manager of the Press Department, and Charles P. Hammond, Assistant to the Executive Vice-President.

As Vice-President in Charge of Press, Mr. Eiges will continue to report to Frank E. Mullen, Executive Vice-President.

Mr. Hammond was named assistant to Mr. Mullen earlier this month. He will assist the Executive Vice President on various operational matters, especially those concerned with sound broadcasting.

Mr. Eiges came to NBC as a writer in the Press Department in 1941. A year later he was made Assistant Manager and on Jan. 3, 1945, Manager. Before he joined NBC he was with International News Service for 11 years, latterly as night editor and cable editor in the New York office. He was graduated from the University of Pittsburgh.

Until his recent appointment, Mr. Hammond, a graduate of Cornell, was Director of Advertising and Promotion for NBC, a position he had held since 1944. He jointed the network in 1943, leaving a post as Manager of the Advertising Bureau of the American Newspaper Publishers' Association. Prior to that he was a reporter on the New York Post, the New York World and also worked on the old Literary Digest.

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WALKER, FCC VICE-CHAIRMAN, GOES ALL OUT FOR TELEVISION

There were no ifs, ands or maybes about what Paul A. Walker, Vice-Chairman of the Federal Communications Commission said about television last week. Speaking in an NBC television salute to the inauguration of General Electric regularly relaying its programs back and forth from New York to its television station WRGB in Schenectady by microwave, Chairman Walker declared that of all the new developments "television promises to take the lead as the most forceful mass communication medium of our times."

The FCC official continued:

"For many of you in the Schenectady-Troy-Albany area, television is no longer a novelty. Your community is one of the few in the United States where television service has been available for some years. You have been fortunate in having one of the pioneer television stations - General Electric's WRGB - right in your midst. You have come a long way since the first experimental efforts of G.E. in 1928. You have even enjoyed a relay television system, connected with New York City, since 1940.

"Some of us of the Federal Communications Commission were present at that time to witness the earlier relay operations. The relay system which we are inaugurating tonight is still another step forward in the history of television - and will bring to your area more and better programs. This new transmission system will provide a great improvement in the pictures you receive and enable WRGB to transmit daytime programs from New York.

"Your station at Schenectady is one of twelve now on the air in eight cities. Fifty-six additional stations are now, or soon will be, under construction throughout the United States.

"The relay system being used for the first time tonight between Schenectady and New York forges another link in the nation-wide television chain which lies ahead.

"The day is not far distant when you in the Schenectady area will be able to see television programs originating not only in New York - but in Boston, Los Angeles, Miami and other distant places. In the early days of our country, the pioneers built vital roads across the wilderness. Today, electronic highways serve to bind our people closer together, making neighbors of us all."

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RADIO CODE MUST BE ENFORCED TO BE CONSTRUCTIVE

Relief of excessive commercialism in broadcasting is the responsibility of radio executives directing the industry, Jack Gould, Radio Editor of The New York Times, said at the luncheon meeting of the Radio Executives Club at the Hotel Roosevelt.

He told the radio men that in being committed to the adoption of a code to correct such abuses, the code would have to constitute a positive step in meeting the issue. The code is scheduled to become effective February 1, after final approval by the National Association of Broadcasters Board of Directors at its November meeting.

Means of enforcing the code also will have to be determined if it is to be a constructive instrument, he said.

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Replying to the attack upon him by Vichinsky, Soviet Deputy Foreign Minister, Walter Winchell, ABC commentator, said;

"I do not flatter myself that you intended to attack me personally. You struck back at a member of the American press because there is nothing in the world that you - and Mr. Stalin - fear more than a man with a free typewriter and a microphone."

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FARNSWORTH SETS UP RADIO AND TELEVISION RESEARCH LABORATORY

Farnsworth Television & Radio Corporation has incorporated in Indiana the Farnsworth Research Corporation to handle all research and patent activities of the parent company.

"With the advent of commercial television, more emphasis is being placed on television research and manufacturing of television products", E. A. Nicholas, President of the company, said. "Separation of research and its related patent activities from the parent company's manufacturing activities is in keeping with the trend in industry today.

William Clausen has been appointed Manager of Operations for Farnsworth. He will be responsible for all manufacturing and related activities at the company's plants. Prior to joining the Farnsworth company, he was Vice President and General Manager of Victor Products Corporation, Hagerstown, Maryland.

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BRUNSWICK GOES IN FOR LARGE SCREEN TV SETS FOR BARS, CLUBS

Radio and Television, Inc., producers of Brunswick radios, last week introduced its first television received in a press demonstration in New York. The set has a screen 48 by 36 inches, and is designed for hotels, bars, clubs and other public places. It will include FM-AM radio facilities, a wire recorder, and an automatic record changer.

Retail prices have been set from $2,000 to $3,000, depending upon the facilities ordered. Intial shipments will be made in the next four or five weeks, David Kahn, Chairman of Board said and estimated the number of customers at 100.

The company also announced that two home console television sets with 10 and 15 inch direct view screens, now are in production. Deliveries will be made in six to eight weeks. The sets also have FM-AM radio, wire recorders and phonograph facilities. They will retail from $375 to $1,100.

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Radar storm-spotting equipment, apparatus for transmitting weather maps by radio or wire to distant points, and a mechanism for measuring the height of cloud ceilings over airports were among the features of a show put on by the Air Weather Service of the U. S. Air Force for delegates of the First Meteorological Organization convention in Washington last week.

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FIREWORKS EXPECTED AT TV RULES CHANGE HEARING OCT. 13

If predictions come true there will be a warm welcome home from the nice long Summer siesta at the International Telecommunications Conferences at Atlantic City when Federal Communications members make their first formal Fall appearance in Washington next Monday, October 13, to hear arguments on the matter of proposed amendments to the rules governing the sharing of television channels with other services and the proposed deletion of Television Channel No. 1, 44 to 50 mc. This channel would be assigned to non-government fixed and mobile services.

By reducing the television channels from 13 to 12 some six cities, including Chicago, would lose a television availability. Allocations in 11 other areas would also be affected.

The proposed change has also aroused the ire of the Frequency Modulation people as it is charged that FM would also be adversely affected. Major Edwin H. Armstrong, inventor of FM, is reported to be on the warpath and is expected to be FM's star witness. The National Association of Broadcasters is in the scrap with the argument that there are more than 20 FM stations now operating in this band "and thousands of listeners use FM receivers not able to be tuned to the new FM bands. Finally the only FM network now in existence operates in this band. Any action which will narrow the already limited portion of the spectrum allocated to AM, FM or TV will not serve the public interest."

The Federal Communications Commission has announced that any request for the assignment of any frequency within the band 44-50 or 72-76 will be held up until the outcome of next Monday's meeting is known.

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PETRILLO AGAIN PUTS FOOT DOWN ON FM; OK'S CROSSING PICKET LINE

Hopes of FM stations faded Monday when James C. Petrillo, President of the American Federation of Musicians, stated that his original decision stood banning the duplication of network musical programs over both standard and frequency modulation stations. Thus the FM Association, which had been fighting for at least a temporary respite, lost another round.

On the other hand, Petrillo granted permission to Station WHFM, Rochester, N. Y., to resume its weekly broadcasts of the Rochester Philharmonic Orchestra, a sponsored feature on the Continental (FM) Network.

The action by the musicians' union head rescinded the earlier order which had forbidden such broadcasts on the new network of FM stations.

It is understood that the music union president was convinced, on reconsideration, that a contract between the station and the orchestra, which had been approved by the AFM local, was a binding instrument, and that his order forbidding the broadcasts would have opened the AFM to suit under the Taft-Hartley Act.

Petrillo characterized picketing of Senator Taft during his current speaking tour as "wrong and not the American way".

"Any American has the right to speak his mind", Mr. Petrillo was quoted as saying, "no matter how much you might dislike him."

The paper says Mr. Petrillo explained the matter was brought to his attention when the Des Moines local of the AFM asked whether it should cross picket lines expected when Senator Taft addresses the annual convention of the Iowa Bankers' Association next Wednesday.

"I told the local that it should pass the line by all means" he said.

The first move by an employer to resort to the Taft-Hartley Law for relief from union "feather-bedding" practices was made by the State Theatre in Hartford, Conn., in an unfair labor practices case. The theatre has filed a complaint with the National Labor Relations Board in Boston.

Accused of "feather-bedding", or forcing the employer to hire and pay more men than he needs, is the Hartford local of the American Federation of Musicians. The theatre filed the papers on Sept. 19 against Local 400, Hartford Musicians Protective Association.

The basis of the theatre's charge is a clause in the Taft-Hartley Act pronouncing it an unfair labor practice for a union to force an employer to pay "in the nature of an exaction for services which are not performed, or not to be performed."

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441 RADIO STATIONS MADE ASSOCIATED PRESS ASSOCIATE MEMBERS

Four hundred and forty-one radio stations were elected to associate membership in the Associated Press last Friday in New York by the Board of Directors.

The stations included all those owned and operated by the National Broadcasting Co., the Columbia Broadcasting System, the Texas State Network, Inc., the Yankee Network, Inc., which operates in New England and the Don Lee Broadcasting System, which operates on the West Coast.

The Associated Press, world-wide news organization, has two types of membership. Regular members are required to supply their news exclusively to the AP. Associate members, which include both newspapers and radio stations, supply their news on a non-exclusive basis. Associate members do not vote. AP facilities are shared by both classes of members.

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RADIO KITS, INC. ANSWER FTC FALSE ADVERTISING CHARGE

Radio Kits, Inc., 120 Cedar St., New York, has filed an answer denying charges in a Federal Trade Commission complaint of false and misleading advertising of "radio kits".

The answer declares that one of the kits referred to in the complaint is no longer being manufactured, and that some of the challenged representations have been discontinued. Otherwise, it denies the allegations of the complaint with respect to the falsity of the corporation's advertisements, alleging that "many thousands of people have built their own radios from our kits".

The complaint charged, among other things, that the respondents falsely advertised that their kits contain all the necessary parts for the building of a radio and that any individual can build a complete radio from the parts contained in the kits without any assistance provided he follows the diagrams and instructions supplied with them. It also took issue with representations as to the broadcast reception afforded by such sets and as to the origin of the parts in the kits.

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FRENCH GOVT. TURNS TO RADIO TO REBUFF PRESS

French Government departments are replying by radio broadcasts to criticism in the press. So far these replies have been to criticisms of economic policy as carried out by Government departments.

Such responses, when made, are introduced along with the news summary under a heading of their own, "Avant de juger, il faut savoir." (Before passing judgment, one must know the facts.) There is also a set apology for them, the speaker announcing that as Government departments have no newspaper, their only means of replying to statements is by way of the radio.

There is no lag between the offending article and the rejoinder, to judge by the most recent instance. France-Soir carried a banner line on page one. "In order to bring down prices in France there must be an end to the exportation of 90% of national production.

The same evening a spokesman of the Government's department involved made a categorical denial of the statement, and then criticized the article, paragraph by paragraph. The spokesman's arguments were also a defense of the planned economy as now practiced in France.

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BRITISH BEAT ARGENTINE RADIO SET EMBARGO BY SENDING PARTS

An arrangement has been entered into between a British radio manufacturer and the largest engineering concern in Buenos Aires, Argentina, whereby British radio parts will be shipped in unfinished form to Argentina where they will be assembled and placed on the market almost as soon as the manufactured product appears in the United Kingdom, according to the U. S. Commerce Department. The agreement covers a 5-year period.

The Argentine concern will be furnished complete test equipment and jigs, as well as the necessary technical knowledge and assistance for completion of the imported sets, which are reported to be much in demand. This method of handling Argentine imports of British radio equipment was made necessary, the report states, by an embargo placed by the Argentine Government on the importation of complete radio sets.

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WASHINGTONIANS WANT DAYLIGHT SAVING TIME AGAIN, POLL SHOWS

The majority of Washingtonians, thinking over their Summer experience, feel Washington should go on daylight saving time again next Summer.

Sixty-six per cent of the residents in this area favor pushing the clocks ahead next Summer. A minority of 27 per cent hope the city will stick to standard time. The remainder are undecided.

Nearby residents of Maryland and Virginia are as much in favor of the extra hour of daylight as those living in the District.

Asked how they feel about daylight saving time after bein on it a while, 50 per cent enthusiastically said they likeit very much. An additional 25 per cent like it fairly well, and only 23 per cent don't like it at all. The rest were indifferent.

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A joint press release sent out by the three television stations in Washington - WMAL-TV, WNBW, and WTTG - states that when President Truman delivered his food conservation address last Sunday night, he "could be seen by the television audience gathered before the 58,000 receivers known to be installed in the four cities where the White House telecast was received (Washington, New York, Philadelphia and Schenectady) - an estimated audience of well over 100,000 people."

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SCISSORS AND PASTE

Teen-Agers Take Over A Radio Station
("Look Magazine")

It was a big day when teen-agers took over WTAG, leading radio station in Worcester, Mass. From 6 A.M. until midnight, they produced, directed, wrote and acted on local programs. They even had a glamorous guest - Gloria Swanson.

Months before, WTAG had formed the Radio Club made up of 150 high school students interested in various phases of broadcasting. Weekly classes were held under the supervision of staff members. This day-long broadcasting stint, the idea of sports announcer Phil Jansen, was a kind of graduation day designed to show parents what had been accomplished. The local paper found the story newsworthy, devoted columns of space to it. CBS was impressed, sent Ned Calmer to its affiliate station. He played up the story on his evening broadcast. Even the Mayor dropped in to give his blessing on this national hook-up.

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Wrist Watch Radio Transmitter Which Can Broadcast A Mile
("Life")

Although Dick Tracy, the supersleuth of the comic strips, has long used a miniature wrist radio with great success, it is only recently that science has managed to catch up with the comics. Before too long real-life policemen may be equipped with tiny transmitters. Eventually even ordinary citizens may be able to buy personal miniature radios with which to complicate further their already highly electrified lives.

The wrist radio has been built by Dr. Cledo Brunetti, chief of the Ordnance Engineering Section of the National Bureau of Standards in Washington, D. C. It is an outgrowth of the proximity fuze, which utilizes a tiny radio in the nose of a shell to explode the shell when it comes within close range of a target. The compactness of the proximity fuze depends on two new electronic developments: the subminiature tube and the printed circuit. Both are used in the wrist transmitter and are responsible for its small size. The subminiature tubes are only 1-1/8 inches long and weigh .07 to .09 ounces. Printed circuits are mere lines of silver or graphite paint stenciled or printed on a plastic or ceramic base. These lines carry electric current just like wires but save enormously in weight, space and assembly time. The Bureau of Standards has applied for patents on the printed circuits of the radio in the name of the U.S. Government. The Bureau cannot produce the set commercially, but private companies may do so with the Bureau's help and cooperation. To date 63 companies have expressed interest.

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Says It Took Benton To Wake Up State Dept. Re "Voice"
("New York Times")

An advertising man was a somewhat disturbing innovation in the State Department. So was the Department of Cultural Affairs and Information, organized for peacetime activities out of the Office of War Information. But it needed an advertising man of William Benton's energy and persistence to tune up and get this new organ going and to persuade and browbeat a reluctant Congress not to cut the whole overseas program, including the "Voice of America", out of the budget. Mr. Benton and his program were targets of controversy, but as he resigns it is generally recognized that he has performed a service to the Department and the country that required the zeal and drive he manifested.

The President and the Secretary of State agree that he has laid the solid foundations for a work that must go forward.

(Editor's Note: In contrast to the above, a letter was received from a subscriber which read:

"I have noticed the item on Bill Benton in your issue of Sept. 24. I wonder if you recall the long telegram E. F. McDonald,Jr., President of the Zenith Radio Corporation of Chicago, sent to Congress protesting against "The Voice of America"? It hit Congress two days before Benton presented his bill which got the axe. I still say that Benton should be named "frustrated Bill!"

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Senator White's Talented Granddaughter
("Life")

Hollywood and Washington don't mix, most newspaper readers decided after following the sensational Howard Hughes investigation. But the eye-filling ex-debutante above (here picture) is flying in the face of this dictum. She is Nina Lunn, born and reared in Washington in the midst of gilt-edged congressional society, now launched on a film career. Her Hollywood duties include supplying advice on Washington dress and manners for a political comedy somewhat injudiciously titled "The Senator Was Indiscreet". She also has a small bit in the picture. Miss Lunn's qualifications for the job stem from her position as granddaughter of Maine's superdiscreet senior senator, Wallace H. White, Jr., an item which press agents have widely heralded. Indeed, as a child in Senator White's home, she received many a pat on the head from political bigwigs, even has a picture of Calvin Coolidge inscribed to her. But, unfortunately, her "granddaughter" distinction weakens on close inspection, for her grandmother married Senator White after a previous marriage had already produced Miss Lunn's mother.

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TRADE NOTES

The National Association of Broadcasters has gone on record before the Federal Communications Commission as approving "in principle" the FCC's pending proposal to create three grades of broadcast operators' licenses to replace the present type of single authorization.

Expanded services for the manufacturer-members of the RMA Parts Division and the RMA Transmitter Division will be undertaken at once with the appointment of Staff Assistants to the respective Divisions and their Chairmen, J. J. Kahn, of Chicago, and S. P. Taylor of New York.

Ralph M. Haarlander, of New York, has been selected as Staff Assistant to Mr. Taylor and James D. Secrest, RMA Director of Publications has been designated as Staff Assistant to Chairman Kahn.

Mr. Haarlander was engaged in contract negotiations for the Procurement Division of the U. S. Signal Corps in 1941-43. Prior to his wartime service Mr. Haarlander was with the Allied Chemical and Dye Corp., Buffalo, N.Y.

Mr. Secrest has been with RMA since March, 1945, as Director of Publications. Previously he was with the Washington Post, later with the Office of War Information, and just before joining RMA was handling publicity and advertising for the War Activities Committee of the Pulpwood Consuming Industries with offices in New York.

More than $35,000 worth of two-way radio equipment for the Washington, D. C. Fire Department trucks will be purchased in the near future, Purchasing Officer Roland Brennan revealed this week. Bids for 72 mobile transmitters and receivers have been received. Lowest of six bidders was Fred M. Link of New York City, who offered the sets at $495 apiece - a total of $35,641, Mr. Brennan said.

A pulse radar system, for use in radio and other electrical systems, was patented last week (No. 2,428,038) by Arthur Rothbart of Brooklyn, who assigned his rights in it to the Federal Telephone and Radio Corporation of Newark, N. J.

An article "Electronic Passenger Entertainment Distribution Systems for Railroads" by John A. Curtis, Manager, Mobile Communications Division, of Farnsworth, has been reprinted in pamphlet form from the July issue of Tele-Tech.

Edward J. Noble, Chairman of the Board of the American Broadcasting Company, has accepted the General Chairmanship of the Salvation Army's 1948 annual maintenance appeal.

Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1796

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RCA ACCUSED OF GIVING FM "SILENT TREATMENT"; FCC, CBS HIT

Such were the charges and many more of them made by Dr. Edwin H. Armstrong, inventor of FM, last week in what was probably the most sensational brief ever filed in the history of the Federal Communications Commission. Not only did Dr. Armstrong allege that RCA had tried to block the development of frequency modulation by "burying it under a blanket of silence" but he made equally serious accusations against the Federal Communications Commission, and the Columbia Broadcasting System. When Dr. Armstrong, who is head of the Department of Electrical Engineering at Columbia University, got around to K. A. Norton, the FCC's FM "surprise" witness whose testimony has been so widely criticized, the distinguished Columbia professor almost blew up. Dr. Armstrong declared there were applied to Mr. Norton's calculations "words which had never before appeared in the Institute of Radio Engineers proceedings - 'legerdemain', 'hocus-pocus' and 'skulduggery'."

Whether the explosive nature of the brief had anything to do with it is not known, but the next morning after it was filed, the Commission announced that the FM hearing to which it was related and which was to have been held last Monday, had been postponed until Monday, November 17th "due to the necessity of holding hearings on other matters", etc.

It was an exciting day at the Commission for while interested parties were still scrambling around trying to see the Armstrong brief, the announcement came out of a clear sky from The White House that Chairman Denny of the FCC had resigned. Mr. Denny only a few days before had stated that he had no plans for resigning at this time.

In addition to the charges made in the 15,000 word Armstrong brief, it is the most complete story of the development of FM ever written. It concerned the proposed amendments to the FCC's rules governing sharing of television channels and the proposed deletion of television Channel No. 1 (44-50 mc) for assignment to various non-government services. It was from this frequency that FM stations were boosted upstairs to the 100 mc. and a bill is now pending by Representative William Lemke (R), of North Dakota, to have them moved back.

In his opening argument, Dr. Armstrong states:

"The regulation of FM's development to date has been administered under five different Chairmen of the Federal Communications Commission. The personnel of the Commission and its engineering and legal staffs have changed so many times that today no one in the Commission has first hand knowledge of the actions of the Commission which have affected, and in many instances retarded, FM development. * * * *

"It is apparent, from recent speeches of Chairman Denny and Vice-Chairman Walker, that the present Commission firmly believes that the future of aural broadcasting rests with the FM system. It is not so apparent why the FM system, recognized by the Commission as having such merit, has been so delayed in its introduction to the American public that only a small percentage of the people are enjoying its advantages 12 years after its effectiveness had been completely demonstrated."

"It was expected that FM would go rapidly ahead once the war ended, and General Electric's executive in charge of radio predicted that 5,000,000 FM sets would be sold during the first year of post-war production.

"That was not to be, however, because the Commission made decisions which stopped FM dead in its tracks and delayed its progress for two years."

Speaking of a favorable report RCA engineers were said to have made about FM but not released, Dr. Armstrong went so far as to say:

"The 1935 RCA engineering report, though withheld from the Federal Communications Commission until 1940, was originally distributed to representatives of the Soviet Government. As shown by the distribution list, five copies, and then three additional copies, were given to the 'Russians' - members of a Soviet mission which had come to the United States to learn about the latest developments in radio."

Quoting testimony in 1940 of Paul A. Porter, former Chairman of the FCC when he was counsel for CBS as saying, "Because of the fact that we have had no actual operating experience in the field in frequency modulation, we do not propose to offer any direct testimony", Dr. Armstrong commented:

"Here is the Columbia Broadcasting Company, operator of the largest single network of broadcasting stations in the world. Nothing could more clearly illustrate the utter indifference of the broadcast chains to the opportunity to improve their service to the public through FM than the admission by the CBS that in 1940 - 5 years after the public announcement of FM and 4 years after the allocation of frequencies to FM - it had 'had no actual operating experience in the field in frequency modulation.'"

With regard to the RCA, Dr. Armstrong stated in part:

"In August, 1935, the effectiveness of FM for broadcasting having been fully demonstrated, I wrote to the RCA and asked whether they did or did not propose to go ahead with the work necessary to make it available to the public. They replied that they wanted to make more tests.* * * * *

"The favorable report of its engineers did not lead the RCA management to go ahead with FM development, but appeared to have the contrary result.* * * *

"On November 6, 1935, the FM system was made public in all its technical details before a meeting, in New York, of the Institute of Radio Engineers. * * * *

"A score of members of the RCA engineering staff were present at the meeting. All of them had witnessed the operation of the system at a distance of 85 miles from the transmitter without static during a thunderstorm, an unbelievable accomplishment at the time. * * * * * * Among them were the engineers who had made the tests and submitted the report which confirmed my findings as to the performance of FM. It is usual at IRE meetings for the papers presented to be the subject of lively discussion among members familiar with the phase of the art that the papers deal with. But not one of the RCA engineers responded to the call of the chairman for discussion of the paper. This was the first clear demonstration of the policy of the Radio Corporation of America to bury FM under a blanket of silence."* * * * *

"The silent treatment which RCA accorded to FM was not an accident. Clearly it was 'high policy'.* * * *

"While three pioneer stations were demonstrating FM broadcasting to the public, the radio industry as a whole, and particularly the broadcast chains with their large resources and facilities, sat by doing nothing to assist the new development. The Radio Corporation of America maintained its policy of silence on the subject, so far as the public was concerned." * * * * *

"The Radio Corporation of America had a public responsibility, in relation to new developments in radio, that was derived from its position in the industry." * * * * *

"Its failure to discharge its responsibility to the public in this instance resulted in placing the burden of FM development on the inventor of the system and a small group of pioneers who saw its possibilities and were willing to take a long gamble on its future. I doubt that in the history of American business there can be found another case of so complete a failure by an industry to take advantage of a new and promising development.* * * * * *

"In March of 1940 the FM hearing was held. At that time the Radio Corporation of America appeared with a new story: FM was really a great thing, but it fell just short of perfection. To make it perfect, its standards had to be changed and the channel width narrowed. RCA counsel seemed not to be concerned about exactly how wide the channels should be - just so they were narrow enough to confer on the FM pioneers the privilege of rebuilding the entire system, in addition to preventing them from giving the public its real benefits."

In a long list of what Dr. Armstrong said were "erroneous actions based on faulty engineering advice" were these:

"The rejection by the FCC of the Zenith petition to retain the low band on the ground that the Zenith measurements, which showed superior coverage of low band transmission, had been made in one place only. The correctness of the Zenith conclusions has since been so completely demonstrated in many locations that it can no longer be questioned."

"The misinformation on the availability of 10 kilowatt transmitters. In 1945 Chairman Paul A. Porter wrote to R. C. Cosgrove, President of the Radio Manufacturers' Association:

"'The Commission is informed by transmitter manufacturers that 10 kilowatt transmitters will be immediately available for the new band.'* * * * * *

No responsible manufacturer could have made the statement, because there were no 10-kilowatt transmitters then available for the new band; and in fact such transmitters are only beginning to be available now - two years later. * * * * *

"The statement widely issued to the public press that $10 converters would save the 500,000 low-band receivers in the field from obsolescence.* * * * No successful converter has appeared at any price."

"The failure of the engineering staff to point out to the Commission that Mr. Norton's refusal of cross-examination at the oral argument and his request for a secret hearing was simply a cloak to cover a basic error. That error was proved in the closed hearing and the circumstances surrounding the whole situation are so extraordinary that they are herein set down.

"Mr. Norton's original testimony was directed largely to 'F2' interference, a sunspot phenomenon, and was based upon Army-Navy observations of ionospheric conditions at points far removed from the United States. At the secret hearing, Mr. Norton was forced to admit that the data were irrelevant to conditions of reception within the United States, because reflections from ionospheric 'hot spots' will not reach the United States directly unless such 'hot spots' are within 1,250 miles of the borders of the United States; whereas the ionospheric 'hot spots' observed by the Services were in the tropics, much more than 1,250 miles away."

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The Venezuelan Government has granted its approval to the Radio Aeronautico Venezolano, C.A. for the purpose of unifying existing radio services for aircraft. The contract of the company with Pan American Airways, Inc., regarding the radio equipment to be employed in Venezuela is still pending final decision.

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EDUCATION COMMISSIONER GETS BEHIND NATIONAL RADIO WEEK

Calling American radio "the tool of a people who value highly our traditional freedom of speech", Dr. John W. Studebaker, U. S. Commissioner of Education, has endorsed the National Radio Week contest, "I Speak for Democracy", which will award four national prizes of college or university scholarships to high school students.

The students in the last three years of high school will write five-minute radio scripts on the subject, "I Speak for Democracy", after hearing a broadcast series to talks by Justin Miller, NAB President and former jurist, who is an authority on constitutional law.

"The meaning of democracy to high school students will be revealed by the students themselves in a nation-wide contest during National Radio Week, October 26-November 1", Dr. Studebaker said.

"This competition will encourage junior and senior high school students to give their own impressions on what democracy means to them. Advance plans call for local, State and national contests to select winning 'Voices of Democracy'. Radio stations will announce contest details and will plan special programs to broadcast winning presentations.

"Radio is a powerful instrument in our democracy. It is the tool of a people who value highly our traditional freedom of speech. In sponsoring this contest among high school students, radio once again will prove its potential as an educational force. It will be performing a vital national service at this crucial period in world history, in bringing the minds of our youth and adults back to the fundamental rights we enjoy in our representative government.

"The link between radio and education is one which we must forge more strongly in the public service. Radio and Education are complementary. Radio can strengthen its service through education, and our schools can give added vitality to the curriculum by utilizing radio."

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MARSHALL FIELD SEEKS TO BOARD THE TELEVISION BANDWAGON

The Chicago Times, Marshall Field's new tabloid, has filed an application with the Federal Communications Commission for a new commercial television station in Chicago. Channel No. 13 is requested.

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Education Committee Meeting Minutes - 1947

Calling Attention Radio Broadcast of a People Who Create
Highly Successful Credit Unions, Mrs. Thos. [illegible]
U. S. Commissioner of Education, was scheduled to [illegible]
talk concerning "I Speak for Democracy", which would [illegible]
national debate of colleges or university [illegible]
students.

The students in this last three years of high school will
write five-minute radio scripts on the topic, "I Speak for
Democracy", after hearing a speech on it by Dr. [illegible]
the President and former Federal Judge [illegible]
tional law.

"The Building of Character in High School Students will be
Revealed by the Contests Sponsored in [illegible]
Federated Radio Drama Guild-Broadcasting [illegible]
Station."

[illegible] Committee would encourage Junior and Senior High
School students to give their own interpretation in oral discussions
based on them. Address Miss Ella Cox [illegible]
conference to select winning [illegible]
with [illegible] Work [illegible]
secondary [illegible]

"Radio is a powerful instrument in our democracy. In its
[illegible] of a free, [illegible] and [illegible]
freedom. It [illegible]
[illegible]
[illegible]
[

MONTHLY TUBE SALES INCREASE BY MORE THAN THREE MILLION

Manufacturers' sales of radio receiving tubes in August increased by more than three million over July, the Radio Manufacturers' Association reported. August tube sales totalled 14,548,551 compared with July sales of 11,244,202 and brought the total sales for eight months of this year to 129,155,185.

Of the August total 9,700,763 tubes were sold for new set equipment; 2,984,250 for replacements; 1,768,243 for export, and 95,295 to government agencies. A breakdown of the eight-months' figures shows 83,092,283 tubes told by RMA member-companies for new sets; 29,196,151 for replacements; 16,383,384 for export, and 483,367 sold to government agencies.

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TOM KNODE, NEW NBC CHEF DE PRESS - A WAR HERO NOT FORGOTTEN

There are many stories about heroes of the last great war being forgotten and passed over, but this is not one of them. It has to do with Tom Knode - Capt. Thomas E. Knode, US.A. to be correct - who after having been seriously wounded, staged a courageous comeback to civil life and who was well remembered by the National Broadcasting Company, his former employers. In fact, so well remembered that the other day when Syd Eiges, in a thoroughly deserved promotion, was made an NBC Vice-President, Mr. Knode, his assistant, was named to succeed him as Director of the NBC Press Department.

And don't think Tom didn't earn it. He joined NBC as a news editor in 1938 after having served for three years with the United Press in Washington as a reporter, then radio news editor. In 1940, he was appointed director of the Washington NBC News Department, where he supervised all special events and news programs in the nation's capital during the early stages of the war.

He left the network in March, 1942, to enter the Army as a second lieutenant of Infantry. He saw combat in New Guinea in command of a rifle platoon of the 32nd Infantry, winning a Distinguished Service Cross for extraordinary heroism in action, as well as the Purple Heart and a Combat Infantry Badge. He was overseas a year and was discharged with the rank of captain.

In October, 1943, he was named manager of the NBC Press Department in Washington. A native of Soledad, Calif., Mr. Knode attended the Augusta Military Academy, Columbus Law School and the Temple Business School in Washington. He lives in New York with his wife and four daughters.

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WORLD'S SERIES TV DIDN'T HURT BASEBALL BUT HIT THEATRES

Apparently television, if anything, helped increased attendance at the World's Series this year but hurt motion picture and other theatres. Variety, an authority in the entertainment field, said:

"Baseball fans plunked down more than $2,000,000 for the first time in history to see the late World Series, proving beyond a doubt that television will not cut into gate receipts of major sports events, according to tele officials. Severe inroads made in Broadway matinee film grosses during the seven-game run of the Series furnishes proof just as positive, however, that the film industry will soon have a major new competitor with which to contend.

Previous record was set in 1945, when 333,457 fans paid to watch the Chicago Cubs and Detroit Tigers square away. Fact that the 1945 mark was shattered this year, when tele was allowed in a Series ballpark for the first time, should allay the fears of the most pessimistic sports promoters. An estimated 700,000 fans in four major cities saw the 1947 Series daily, almost doubling the total seven-game attendance at the gate, and yet the money raked in broke all previous records.

"Survey of filmeries in the metropolitan New York area, meanwhile, revealed they continued to suffer during their weekday matinees throughout the Series. First-day average of a 50% box office slump remained to plague the Broadway deluxe showcasers, with only those houses playing "women's" pictures, such as "Desire Me" at the Capitol and "Foxes of Harrow" at the Roxy, holding to a steady pace. Week-end grosses, on the other hand, held up well and the influx of out-of-town visitors for the Series helped most houses recoup their daytime losses during the evenings.

Circuit chiefs denied any b.o. slump in Washington and Philadelphia, which carried Series telecasts along with N.Y. and Schenectady. Most of the tele sets in those cities, they pointed out, are located in bars and taverns. Women in those cities, who constitute the greatest part of matinee audiences, haven't yet formed the habit of frequenting saloons during the daytime, even to watch a World Series."

In another column of the same issue, Variety reported:

"East coast bars and taverns from Schenectady to Washington reported land office business during television broadcasts of the series. Barkeeps in many spots, in fact, complained their saloons were so crowded they couldn't reach customers on the fringes of the crowds to serve them drinks.

"Tavern business during the Series was generally reported to be up about 500% over the usual weekday afternoons. Several bars in isolated instances took advance reservations for choice

seats before their tele sets from favored customers. Barkeeps without video sets, meanwhile, were reported crying in their beer as they saw their regular patrons crowd into tele-equipped opposition saloons.

"Despite the limited scope of tele cameras, which seriously hindered the audience's view of the field at times, tele proved conclusively that it's better than radio - and even better than a seat on the first base line - when it comes to dramatic moments.

"Only tele could have given viewers the thrill that came when Cookie Lavagetto hit his pinch double in the last inning of the fourth game Friday (3) that tied the Series at 2-all and put the Dodgers back in the running. And the closeup shot of Eddie Stanky blowing his top at the umpires' calling Yogi Berra's baseline single safe in Sunday's game was certainly better than any description of the action that could be furnished by radio announcers Red Barber and Mel Allen, who can be classed with best.

"The way the electric cameras bring it to you prompts the guess that promoters of the individual sports (boxing, wrestling, tennis, billiards) have something to worry about in television, but this doesn't go for the team games. The difference is the number of contestants and the size of the playing area. Baseball, football, hockey, basketball cover too much ground and carry too much action for the camera to satisfy everybody. Only the weather can keep 'em home. "You're no better than your cameraman", goes the adage. And so long as the lensmen insist on closeup action shots, it's like watching a game through a pair of field glasses."

J. R. Poppele, President of Television Broadcasters' Association, estimated that over 700,000 persons are currently watching the World Series games between the Yankees and the Dodgers. Mr. Poppele said that 60,000 of the 85,000 television receivers now operating in the U.S. are within range of stations transmitting the Series.

Twenty-six million of the 35,900,000 radio homes in the country had sets tuned in to the 1947 World Series, a new all-time high radio "attendance" record for the baseball classic, according to a Mutual Broadcasting System press statement which reads:

"MBS statisticians, in conjunction with radio listener specialists of Crossley, Inc., have determined that 72.2% of all radio homes in the United States were tuned in to the exclusive descriptions over Mutual either one or more of the seven playing days. This new all-time record bests, by 11.6 percentage points, the record-making 60.6% MBS "radio attendance" mark set in 1946, and by 19.6 percentage points the 1945 figure of 52.6%.

"These figures, also, do not include the millions of persons who heard the exclusive MBS broadcasts in their favorite taverns, clubs and other centers, nor the hundreds of thousands of others who saw the Series via television for the first time. The video arrangements, another World Series first, were also set by Mutual."

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RADIO SET DEVELOPMENTS TO BE TOPICS AT RMA-IRE MEET

Recent technical improvements in FM and television receivers will be discussed by the men who make them - the radio engineers - at the annual Fall meeting of the RMA Engineering Department and the Institute of Radio Engineers Nov. 17-19, at Rochester, N.Y. New equipment also will be on exhibition.

The complete program for three-day conference of the radio industry's leading engineers has been completed by Virgil M. Graham, Chairman of the Committee in charge.

Among the topics on which papers will be read are the following: "Avenues of Improvement in Present Day Television" by Donald C. Fink, of the McGraw-Hill Publishing Co.; "Use of Miniature Tubes in AC/DC Receivers for AM and FM", by R. F. Dunn of the Radio Corporation of America; "A New Television Projection System" by William E. Bradley, of the Philco Corp.; - "I-F Selectivity Considerations in FM Receivers", by R. B. Dome, of General Electric Co.; and "Engineering Responsibilities in Today's Economy" by E. F. Carter of Sylvania Electric Products, Inc.

The highlight of the three-day meeting will be the Fall Meeting Dinner on Tuesday, Nov. 18. The speaker will be Fred S. Barton, formerly of the British Air Commission, who will talk on "The British Radio Industry Today". Ralph A. Hackbusch, of the Canadian RMA, will be toastmaster.

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TV "BEYOND THE HORIZON" FOUND FEASIBLE IN WILKES-BARRE TEST

Expansion of television service to communities beyond the horizon, and even to homes in valleys cut off by mountains from the primary transmitting antenna, has been proven practicable by tests conducted this week by Station WBRE, of Wilkes-Barre, Pa., with the cooperation of NBC and RCA Victor, a press release from RCA states.

Television signals picked up by a mountain-top antenna from the WNBT transmitter in New York, 105 miles away, are being successfully amplified and carried by an RCA microwave television relay system to six RCA Victor television receivers in the WBRE booth at the Wyoming Valley Parade of Progress in the Field Artillery Armory at Kingston, near Wilkes-Barre.

The Wilkes-Barre experiment constitutes a pioneer test of repeater-type television station operation, and one of the first in which microwave relay equipment has been used to carry television "over-the-hump" by beaming it from an elevated receiving antenna down to receivers or a rebroadcast transmitter in an area ringed by mountains.

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NEW FCC CHAIRMAN STILL A GUESS; BROADCASTERS HAVE NO MAN

Disraeli was once credited with saying, "Never believe anything until you have heard it officially denied." This appeared to be applicable to the departure of Charles R. Denny from the chairmanship of the Federal Communications Commission. Although it has been a matter of common gossip in Washington that Mr. Denny expected to depart from the Commission, what was understood to be a denial of these rumors came in a statement from Mr. Denny a week or so ago that he had no plans for leaving the FCC. However, this was discounted by President Truman stating at The White House last Thursday that he had received and accepted the resignation of Chairman Denny effective October 31st. On the following Monday it was officially announced by Niles Trammell that Mr. Denny would succeed Judge A. L. Ashby as Vice-President and General Counsel of the National Broadcasting Company. The reported honorarium was $35,000 a year.

Although the matter had been discussed more or less for the past month there was renewed speculation as to who might succeed Mr. Denny. As usual the broadcasters appeared to have no candidate in mind with the result that dopesters began to look around to see what "deserving" politicians were around who might be solaced with this juicy $10,000 plum.

One of the first names hit upon was ex-Senator James M. Mead, of New York who tried to get aboard last year when Denny was appointed Chairman. Another politico mentioned was ex-Senator Hugh B. Mitchell of Washington State. Of course Bob La Follette, who is included in everything vacant, came in for speculation.

Brig. Gen. Telford, former General Counsel of the FCC, now chief prosecutor at Nuremberg had quite a few takers. As was to be expected, Leonard Reinsch, President Truman's radio advisor, brought into the speculation, but not so enthusiastically, the impression being that Leonard has a better paying job and is quite well satisfied where he is.

The new FCC Commissioner former Congressman Jones (R), of Ohio, may even have a finger in the pie as by straining a point, a Republican might be appointed. However, as to this and the individual who is to be appointed, President Truman is very apt to turn to Sen. J. Howard McGrath of Rhode Island, newly appointed Chairman of the Democratic National Committee now in Europe, but due to return to Washington the latter part of the month.

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Fortified by the Taft-Hartley Law's ban on "feather-bedding", three large Broadway motion picture theatres have renewed their fight against making stand-by payments to the New York musicians' union whenever out-of-town "name" bands appear on their programs.

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APARTMENT HOUSE TV ANTENNA SOLVES PROBLEM, SAYS RMA

A solution to the problem of apartment house owners and their tenants who want good television reception without spoiling the appearance of the apartment house roof is offered by the Engineering Department of the Radio Manufacturers' Association in a booklet just published.

The booklet, entitled "Apartment House Television Antenna" was prepared by a special subcommittee of which W. P. Short, of the Federal Telephone & Radio Corp., New York, is Chairman, and is designed particularly for architects and other professional persons having to do with the building or management of apartment houses and hotels.

"The growing demand for television and the need for special antennas to insure good reception have been bringing headaches to many an apartment house owner", the introduction of the new publication says.

"Headache or no, television is here to stay and the alert apartment management corporations are taking steps to provide for it; for those who do, the lean years will be a whole lot fatter."

The booklet points out that apartment house tenants in a number of cities where television stations are operating, have encountered objections from their landlords when they sought to place individual antennas on the apartment house roof. The objections of the apartment house owner or manager to a maze of such antennas is understandable, the booklet adds.

The proffered solution, the booklet explains, "has been found in a Distribution System which uses an antenna or combination of antennas, an amplifier, cables, and an outlet box for each apartment, without making the apartment building unsightly or inviting damage suits for the owner.

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PARK NAMED WINS MANAGER; ROBINSON RETURNS TO WLW

James D. Shouse, President of the Crosley Broadcasting Corporation, this past week announced shifts in top executive posts affecting both WLW and WINS.

Eldon Park, Vice President in charge of programming, assumes the general managership of WINS, Crosley's New York station. William Robinson, Sales Manager at WINS, was transferred to WLW where he will be program director.

Park, who has been with the Crosley organization since 1930, became Program Director at WLW in 1937, then served with the National Broadcasting Company before becoming assistant sales manager for WLW. Robinson is a native Cincinnatian and was Sales Manager of WLW8s Chicago office before his appointment to the WINS post.

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COL. McCORMICK, MAJOR ARMSTRONG, TO ADDRESS CHICAGO FM FORUM

Major Edwin H. Armstrong, the inventor of frequency modulation, has joined the panel of speakers who will address Chicago radio distributors attending Station WGNB's FM forum, tonight (Wednesday, October 15). The meeting will present FM's latest developments in a series of talks to be headed by Col. Robert R. McCormick, editor and publisher of the Chicago Tribune.

Other speakers will be Miss Marion Claire, Director of WGNB; Dr. W. R. G. Baker, Vice-President of General Electric; and J. N. Bailey, Executive Director of the FM Association, and others.

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TOO MANY BANDS TO TELEVISION, TELEPHONE OFFICIAL COMPLAINS

E. H. B. Bartelink, radio engineer of the General Telephone System, addressing the U. S. Independent Telephone Association in Chicago Tuesday, charted that the Federal Communications Commission had failed to recognize fully the need for frequency allocations to expand mobile and subscriber radio-telephone service.

"Unfortunately, the FCC thus far has shown very little indication that it recognizes the pressing need for frequencies on the part of telephone companies, and it seems difficult to shake the impression that some others whose needs do not seem more urgent than those of the telephone companies have received more consideration", Mr. Bartelink said.

He explained that the FCC had proposed to assign twelve channels to television but only three for telephone companies to handle urban mobile, short-distance toll and rural service. He implied that this allocation for television was too large because no proof had been given that a television industry of that size would be needed "after the newness has worn off".

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CATHOLICS TO COMBAT FOOTBALL TAVERN TELEVISION

Television sets will be installed in parish houses by many Chicago Catholic churches of the city to receive Notre Dame football games beginning October 25, according to a dispatch from that city.

The program was evolved as a service by the Catholic Youth Organization to combat the tendency of young people to frequent taverns to see the games.

Bishop Bernard J. Sheil, founder and director of the CYO, said that the plan was entirely voluntary on the part of parishes. It calls for each parish or for some parish group to buy sets. Nominal admission charges are expected to pay for the sets.

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SCISSORS & PASTE

Truman Knew All About Them
(Drew Pearson)

When film actor Edward Arnold was in Washington recently, he called at the White House to present President Truman a leather-bound album of American Presidents' portraits.

"This particular likeness of Tyler", Mr. Truman said of the tenth president, thumbing through the 32 portraits, "is reputed to be the greatest work of art of all the presidential portraits. You know, I haven't told this to many people, but I am supposed to be distantly related to the old fellow on my mother's side."

Truman's eyes gleamed when he came to the portrait of Andrew Jackson.

"There was a man for you!" he exclaimed. "A real fighter for the rights of the people. He also knew how to take care of himself. He didn't need a bodyguard. When he was once attacked by a would-be assassin with a knife as he left the Treasury Department, Jackson took the knife away from the man and was about to give him a good going-over with his fists when he was pulled off."

Arnold, now doing a series of radio sketches of our Presidents for the American Broadcasting Co., finally commented:

"My goodness, Mr. President, maybe we should get the ABC research staff down here to confer with you before proceeding with my program."

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Maintains Radio Stations Are Muzzled By FCC
(John S. Knight in "Chicago Daily News")

Elmer Davis, a former editorial writer for the New York Herald Tribune, raises the point that when I saw a newspaper is free to speak as it pleases, I really mean that it is free to speak as its owner pleases.

What he says is true. However, a newspaper must have a policy and its directing head is held responsible for that policy. As Mr. Davis knows, the part that editorial writers play in helping to fomulate that policy is not inconsiderable.

The basic difference between newspapers and radio stations is that newspapers can have a policy while radio stations, operating under government license, cannot.

The newspaper, or to use Mr. Davis' phrase, the owner, can exercise the fullest freedom of speech.

The radio station, and its owner, are denied that freedom by the licensing power of the government. In recent months, there has been much discussion within Congress and the FCC itself which may ultimately lead to giving radio the same freedom of expression as it now enjoyed by the press.* * *

A free press and a free radio should go hand in hand.

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"I OWN A TELEVISION SET"
(Joe Laurie, Jr. in "Variety")

Yep, I'm the only guy in my neighborhood that owns a tele vision set! Gee it's fun! You should get a load of my house on fight nights. The place is jammed. All the neighbors come in to see the fights on my television set. One guy had tickets for the fight, but stayed home because he heard so much about my wonderful television set and how swell the fights come over. It made me feel great! I serve cigarets and cigars, furnish matches and ashtrays. I also serve drinks. We have what you may call an un-corking good time! The company arrives about an hour before the entertainment starts. * * * * *

When the fights finally go on, they start to complain that my screen is much smaller than the one they saw in some barroom. If the fight happens to be a louseroo, they look at me as if I was the matchmaker! ****

After the entertainment nearly everybody decides that they are going to buy a television set. It is then that a solemn guy speaks up.* * * He says, "Take your time, boys. I was speaking to a man who is one of the biggest men in television in the financial end. I can't tell you his name but he said for me to hold off a while, as the new machine that is coming out is going to revolutionize the industry. They're gonna cost half the price and you'll see the pictures in colors or black and white, and you'll be able to se the pictures in every room of your house at the same time, and it's gonna keep going 24 hours a day. All they're waiting for now is the go-ahead signal." And everybody wisely shake their head and say, "Yeh, I guess it's in its infancy yet; no use getting a set today and it'll be out of date tomorrow." So meanwhile, while they are waiting for this super-duper set, they come in my house and use up their eyes on my set."

FM and Advertising
(Jerry Walker in "Editor and Publisher")

When Fritz S. Updike, managing editor of Rome (N.Y.) Sentinel, who also manages the newspaper's radio stations (AM and FM), told the Associated Dailies meeting that he was hurrying to put WRUN-FM on a commercial basis, he was asked: "Why the rush?"

"Some people", he explained, "are beginning to get the idea that FM is really good because ther's no advertising on it."

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Among those named as consultants to speed up industrial opportunities in the field of atomic power by David E. Lilienthal, Chairman of the U. S. Atomic Emergency Commission was O. E. Buckley, President of the Bell Telephone Laboratories, of New York City.

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TRADE NOTES

The Federal Communications Commission will hold an informal preliminary conference to the Clear Channel hearing tomorrow (October 16), at 9 A.M. in Commission Meeting Room 6121, for the purpose of discussing the order of presentation, length of time expected to be taken by the various parties, exchange of exhibits, and other procedural matters. Representatives of all interested parties are invited to attend.

The Clear Channel hearing itself is scheduled to begin next Monday morning, October 20th.

Electric and Musical Industries, Ltd. of London - Year to June 30: Consolidated net profit of £117,335 compares with £195,811 the year before. The net profit of the parent company only was £115,000 against £165,000 for the previous year.

An address by Brig. Gen. David Sarnoff, Chairman of RCA "Television Progress", delivered at the NBC Convention at Atlantic City last month has now been reprinted in pamphlet form.

E. E. Ferrey has succeeded Paul J. Boxell as Director of Public Relations for the Farnsworth Television & Radio Corporation. Mr. Boxell has joined Hill and Knowlton, Public Relations Counsel, New York.

Mr. Ferrey has served as Assistant Director of Farnsworth's Public Relations Division since 1946. He formerly was news editor of Radio Station WHAS, Louisville, for three years.

Listeners to the BBC are reminded that Britain reverts from Summer Time to Greenwich Mean Time on Sunday, November 2, which is a month later than the changeover in this country.

The speed with which television is becoming accepted as a basic part of the modern home in television broadcasting areas makes planning for the new medium an important part of the realtor's thinking today, Dan Halpin, RCA Victor Television Receiver Sales Manager, said in a statement issued this week. Inclusion of wiring for television gives the builder an important new selling point and serves as reassurance to the prospective buyer against added expense later, he said.

Brig. Gen. David Sarnoff, President and Chairman of the Board of the Radio Corporation of America, has been named Chairman of the Commerce and Industry Section of the N. Y. 1948 annual maintenance appeal of the Salvation Army, which begins on January 6.

Mr. Sarnoff will lead the Army's drive for $1,000,000 to be used for the support and maintenance of its sixty institutions and services in the Greater New York area.

Forest L. Henderson, has been elected Executive Vice-President and a Director of the American Cable & Radio Corporation, world-wide cable and radiotelegraph affiliate of the International Telephone and Telegraph Corporation. Mr. Henderson, who has been associated with American Cable & Radio and constituent companies since 1921, is Executive Vice President of the corporation's three main operating subsidiaries.

A contract for 72 two-way radio sets for use on the Washington, D. C. Fire Department vehicles was awarded by the Commissioners this week to Fred Link, Inc., of New York.

Magnavox Company - Six months to Aug. 31: Net earnings, despite two-week inventory shut-down and another two-week Summer vacation, were $1,042,239, equal to $2.08 each on 500,000 capital shares. This compares with $941,975, or $1.88 a share, for similar period a year ago; sales $13,229,404 compared with $10,372,777.

A new television set, designated "T-1", based on 625-lines transmission, is being manufactured by one of the Leningrad plants, U.S.S.R., according to the Soviet press.

Washington, D. C. Traffic Director George E. Keneipp is looking to the possibility that traffic lights in the future may be controlled by radio instead of underground cables.

Progress in the science of electronics has been so rapid, he told the Board of Trade Traffic Committee that proposed installation of the first unit of a new centralized traffic control system for the city may be postponed for about a year.

In a move to modernize its municipal airports, the French Government has placed an order with International Standard Electric Corporation for ten complete ILS (Instrument Landing Systems) designed to assist aircraft in landing under conditions of poor visibility. The order, placed through the French Supply Council in Washington, D. C., will be manufactured by the Federal Telephone and Radio Corporation, American manufacturing subsidiary of I.T. & T.

Reiterating its claim that a Russian scientist, Alexander Popov, had invented radio, a group of Soviet scientists sent an open letter of protest to an Italian committee arranging a jubilee celebration to honor Guglielmo Marconi. The letter, according to an AP dispatch from Moscow, published in Izvestia, said the scientists were "deeply offended" at claims that Signor Marconi had invented radio, but declared that the glory due Mr. Popov, who died in 1905, "cannot be kidnapped". The Russians say Mr. Popov invented radio in 1895, a year before Marconi got his English patents.

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Robert D. Heinl, *Editor*

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No. 1797

October 22, 1947

INDUSTRY PUTS SHOULDER TO WHEEL FOR NATIONAL RADIO WEEK

With the 1947 National Radio Week starting next Sunday, October 26th, the Radio Manufacturers' Association and National Association of Broadcasters, chief sponsors, are joining in a final supreme effort to make the nation radio conscious during that period. Campaign slogans which will be seen and heard throughout the land include: "A Radio for Everyone - Everywhere", "Get More out of Life with Radio", "Radio Brings You Millions of Dollars Worth of Entertainment Free", "A Radio in Every Room".

Says Max F. Balcom, President of the Radio Manufacturers' Association:

"For the first time since V-J Day the radio industry is in a position to make the most of the observance of National Radio Week. In 1945 we were just emerging from the war and our production lines had not been converted to peacetime operations. Last year radios were in short supply and many dealers had little merchandise to display."

To which Justin Miller, President of the National Association of Broadcasters adds:

"We have developed an effective nationwide plan to emphasize to the American people the importance of free broadcasting in our democracy. This, like any other national undertaking, must be activated on the local level to produce the most beneficial results."

Joining with RMA and NAB in sponsorship of National Radio Week are the: Frequency Modulation Association; Television Broadcasters' Association; Association of Women Broadcasters; National Association of Music Merchants; National Retail Dry Goods Association; National Retail Furniture Association; National Electrical Retailers' Association; Radio Executives Club; National Station Representatives and United States Office of Education.

National Radio Week will also be participated in by 1600 broadcasters and 25,000 radio dealers. Nationally known radio stars will hail the anniversary and special radio programs on the networks and local radio stations will be scheduled throughout the week.

This year for the first time television will be a factor in such cities as New York, Chicago, Washington, Philadelphia, Schenectady, St. Louis and Hollywood, which have stations. Television is spreading so fast that it is believed next year the observance may be called "National Radio and Television Week."

High school students in 1500 cities of the United States will be invited to deliver 5-minute orations on the topic, "I Speak for Democracy", and will be judged for the content of their talks, their delivery, and originality. Winning local students in

this "Voice of Democracy" contest will compete for State honors and winning State contestants for the four national honors as representative of the four major geographical regions of the United States. A committee of nationally known men and women will select the final prize winners who will be brought to Washington for presentation ceremonies early in December.

Four scholarships in the amount of $500 each, for use in a college or university of the student's own choice will be given to the four "Voice of Democracy Winners" by the NAB and the RMA. The nationwide competition has the endorsement of the U. S. Office of Education, whose Commissioner, Dr. John W. Studebaker, has called the contest "a vital national service at this crucial period of world history".

RMA set manufacturers will give away a score or more of radio sets during a Radio Week program of "Vox Pop" on Wednesday, October 29th from St. Louis over the ABC network. The entire broadcast will be devoted to the "Voice of Democracy" contest and high school students who have taken part in the oratorical contest will be interviewed and at the conclusion of each interview the student will be given a radio for every room in his home that has no radio, thus calling attention to the "Radio-in-Every-Room" campaign. Radio distributors will tie in on the popular "Vox Pop" program in cities with ABC stations.

A nation-wide letter contest for radio listeners will be conducted by members of the NAB Association of Women Broadcasters, and 18 prizes of the newest radio-phonograph consoles will also be donated by members of the Radio Manufacturers' Association.

Listeners will be invited to write letters of not more than 200 words on the subject, "What is Your Favorite Program - and Why", and mail them during National Radio Week, or not later than November 6, to the woman broadcaster from whose program they receive the contest details.

Among the RMA set manufacturers who will donate the prizes to the winning letter writers are: RCA Victor Division; Stromberg-Carlson Co.; Motorola, Inc.; Westinghouse Electric Corp.; Philco Corp.; Hoffman Radio Corp.; Stewart-Warner Corp.; Crosley Division, Avco Manufacturing Corp.; Zenith Radio Corp.; Farnsworth Television & Radio Corp.; General Electric Co.; Belmont Radio Corp.; Bendix Radio Division, Bendix Aviation Corp.; Emerson Radio & Phonograph Corp.; Majestic Radio & Television Corp.; Sonora Radio & Television Corp.; The Sparks-Withington Co.

Max F. Balcom, President of the Radio Manufacturers' Association, will speak on the significance of National Radio Week and the industry outlook for 1948 to the New York Radio Executives Club on Wednesday, October 29th in New York.

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BELIEVED PETRILLO MAY HAVE WALKED INTO TAFT-HARTLEY TRAP

Opinion in Washington is that James C. Petrillo, boss of the American Federation of Musicians, if he is not bluffing in his latest ukase that no recordings for use on the radio or elsewhere shall be made after January 1, and even if he is bluffing, has done more to wake up the country to the need for the Taft-Hartley law than anyone else so far, with the possible exception of John L. Lewis. Furthermore, if the newly enacted labor legislation isn't sufficient to cope with such a situation, it is certain that Petrillo's despotic action will certainly result in Congress putting more teeth into the law at the next session.

This latter is the belief of David Lawrence, noted newspaper columnist, who writes:

"Mr. Petrillo has dramatized the monopolistic power of labor unions and his action will intensify the determination of Congress not to weaken but really to strengthen certain provisions in the Taft-Hartley law designed to get rid of union bossism and dictatorship.

"America could not expand if all her inventive genius were to be strangled by the threat that the manufacture of a labor-saving device shall not be permitted. This is the most reactionary doctrine that has ever been proclaimed in America and to have it championed by a labor union will help materially to impair the argument of those who resent the suggestion that the Taft-Hartley law can aid in emancipating the workers from the yoke of union bosses."

Stating that Petrillo has demonstrated convincingly why Congress passed the Taft-Hartley and why it must be enforced to protect scientific progress in America, Mr. Lawrence goes on to say:

"If Mr. Petrillo really has the power to ban the making of musical records because he can control the musicians and order them not to play, then it is logical for any union to attempt to stop the manufacture of any article whatsoever which might be considered a competitor. The coal miners could refuse to allow coal to be used in plants that manufacture oil-burning equipment.

"Thus, if the ban had been in existence a few years ago when radio first came into being, the union leaders could have forbidden any musicians to play for the radio because it might interfere with the sale of records; or they might tomorrow take the position that any form of entertainment requiring music shall not be allowed to proceed because the union considers it competitive.

"If Mr. Petrillo is right, then the workers in the railroad unions could band together and refuse to work on freight cars which transport parts of automobiles which could be used in competition with them, or they could try to bar buses and other vehicles of transportation. * * *

"The Taft-Hartley law was written to prevent the growth of any such monopoly power in the hands of labor unions. Not only will the musicians' union come in conflict with the section of the Taft-Hartley law enumerating "unfair labor practices" but also that section which forbids "secondary boycotts". * * *

"Some orchestra owners may be reluctant to bring suit, but the situation can be brought to the attention of the National Labor Relations Board by any worker and can then be investigated by its staff and by the general counsel. Likewise the broadcasting companies affected can bring suit.

"In view of the specific language of the statute, it would appear that the musicians union leader is trying to find a basis for a better contract later on or else has been advised that he can cause considerable damage to the managers of recording companies which conceivably might persuade them subsequently to pay higher royalties than they pay now to the musicians' union for recordings. This, however, would require some ingenious circumvention of the law which forbids that form of royalty or assessment."

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CALLS PETRILLO A "PARALOGIST"; LOOK THAT ONE UP!

A radio manufacturer who does not produce records but who is following the recording situation, declared yesterday:

"If Petrillo's thinking is right in his ban of recordings then the Machinists' Union should stop their members producing automatic screw machines; the artist, the etcher and the sculptor should refuse to have their works reproduced; actors should have refused to appear in the movies; and doctors should refuse to vaccinate patients against smallpox.

"I probably should not have included artists, etchers and sculptors in the above as they are creators. The Petrillo musicians do not originate the music in the sense of composing.

"Hitler, drunk with power, went too far and fell. His people are now paying the penalty."

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THREE-WAY RADIO-PHONES FOR COLORADO HIGHWAY PATROL

New radio-telephone equipment developed by Philco to permit three-way conversations between a patrol car, control station and other patrol cars is being supplied to the State of Colorado. When completed, the system will cover the State and will greatly increase the efficiency of the highway patrol. A total of 110 mobile radio-telephones and 20 fixed station equipments will be installed for complete coverage of Colorado.

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GOING UP! 12,371;915 RADIO, TV SETS PRODUCED SO FAR THIS YEAR

A total of 3,761,271 radio and television receivers were produced by RMA member-companies during the third quarter of 1947, raising the total number of sets of all types produced so far this year to 12,371,915, the Radio Manufacturers' Association reported this week.

A total of 55,009 television receivers were reported in the third quarter and 32,719 in September, 16,991 of which, RMA explained, were manufactured previously but unreported. Third quarter television set production represents a gain of almost 10,000 over the combined first and second quarter output.

The September production figures, which covered the four-week period, Sept. 1 through Sept. 26, brought to 101,388 the corrected total of television receivers produced so far this year.

FM-AM sets produced by member-companies in the third quarter totalled 233,209, while the September report included 90,546 FM-AM sets, compared with 72,014 in August.

RMA member-companies manufactured 1,339,980 receivers of all types in September as compared with 1,265,835 in August and registered the highest monthly record since the production peak was reached in April when 1,759,723 sets were produced.

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"TV IS FACING A BILLION DOLLAR MARKET", MARTIN, FARNSWORTH

The prediction that television is facing a billion dollar market and that at least 5,000,000 television receivers will be manufactured and sold in the next five years was made by Edwin M. Martin, Vice-President of the Farnsworth Television & Radio Corporation.

Addressing a meeting of the Indiana Bankers Association in Fort Wayne last week, Mr. Martin said there are nearly 100,000 television sets in use already and that by the end of 1948 television stations will be serving areas including more than 40 per cent of the nation's population.

He estimated a television viewing audience of over 5,000,000 persons by the end of next year, but pointed out that "all this is merely a start".

"Altogether, assuming normal economic stability, the manufacture and sale of 5,000,000 receivers in the next five years is a thoroughly conservative outlook", he said. "Television is facing a billion dollar market." He explained that it is a new industry which does not arrive to replace anything else.

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WALKER, FCC, ADVISES BUYERS TO SEE THAT NEXT RADIO HAS FM

"Before long, most areas of the country will have FM service. It, therefore, behooves radio buyers to see that their next radio has FM so that they may enjoy high fidelity radio reception unmarred by static, interference from other stations or by fading", thus spoke Paul A. Walker, Vice-Chairman of the Federal Communications Commission at the dedication of the University of Tulsa's Educational FM station KWGS at Tulsa, Oklahoma, last week.

"You have been wise in adopting the most modern and efficient system of broadcasting - FM, or frequency modulation", Chairman Walker continued.

"We at the Federal Communications Commission believe that this new and improved type of broadcasting some day will largely supplant other types of broadcasting. It has several advantages which I want to mention. It is easier to listen to, as it virtually eliminates static, interference, and fading. It has high fidelity, bringing to the listener with a good receiver the full tonal range of the voice and the tones of every musical instrument. It further provides greater service to the general public, because it makes possible more stations, better distributed, with a potential for greater coverage for all the people. With more stations, the tendency should be for broadcasters to rely more on superiority of program service to attract the listening audience and less on superiority of transmitting power.

"Some of the reasons why FM development will be greatly accelerated during the coming year are: first, the increase in volume of transmitting equipment now rapidly becoming available. Second, the rapidly increasing number of receiving sets, due to increased demands and accelerated production. Following the war, manufacturers concentrated on the production of AM sets. That market is rapidly becoming saturated and now manufacturers are turning to FM in order to maintain their business. There is an increasing demand over the nation for FM sets. Some fifteen million AM sets are now made annually. Much of this production may soon be converted to FM receivers, which in turn should bring receiver prices down. Also lower priced converters which can be attached to FM sets, are now on the market. Third, better programming can be anticipated with the broadcasting of live musical programs on FM by educational stations such as KWGS at the University of Tulsa and other schools and those later to be established by many colleges and universities of the land."

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A new high-speed radiotelegraph circuit between the United States and Lisbon, Portugal, was opened yesterday by the Mackay Radio and Telegraph Company, a subsidiary of the American Cable and Radio Corporation.

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HOLLYWOOD PRODUCER SAYS PICTURE FILM WILL BE TV BACKBONE

It is the belief of Jerry Fairbanks, Hollywood film producer, that motion picture film will be the backbone of the vast number of television programs that will be required. Backing up this theory, Mr. Fairbanks is pioneering in the mass production of films written, directed and photographed, especially for television.

"Film is the best and most professional way of television programming, it is the only proven method by which a show can be rehearsed, edited, previewed and telecast with professional perfection", he said. "As I see the future, television's soap operas, westerns, mystery dramas - anything that takes place in more than two rooms or one central location - will be presented on film. One half the telecast day probably will be made up of film programs.

"Film permits more action, unlimited treatment, better reproduction and reliable perfection", he pointed out. "Films eliminate the human errors which constantly threaten live productions. Imagine what will happen during showing of commercials if aspirins do not dissolve instantly, food wilts under hot lights or the dog eats the competitor's dog food." * * * * *

The objective of the Fairbanks studios at 6052 Sunset Boulevard in Hollywood, is to produce this new type film for less than the per-station-cost of live television studio productions.

Patterned after radio's format, Fairbanks' video pictures are designed to play individually or serially. Each show will be 15 minutes in length and there will be 17 programs in each package.

An "open end" technique is being used, allowing space for the sponsor's message at the beginning and end of the programs. The advertising announcement will be either a film message prepared by Fairbanks for the sponsoring organization or a commercial staged in the station studios.

The initial series, a modern mystery drama is before the cameras with a cast headed by John Howard, Anne Gwynne, Mary Beth Hughes, Donald MacBride, Dewey Robinson and Lou Lubin, all easily recognized screen faces.

Mr. Fairbanks is using 16mm film instead of the usual theatrical 35mm for his TV pictures.

"Current coaxial cable or relay station charges are exorbitant", he pointed out. "Film overcomes cost and technical difficulties. It will be especially important in tying together small and remotely situated stations during early stages of television. Sponsors will no longer be saddled with the expense of repeat performances and the show can be booked at whatever time the sponsor

wishes at whatever stations he wants. This will be especially important in television for the original cost of video programming is much greater than radio when one considers costumes must be purchased, lines memorized instead of read and long rehearsal sessions held.

All of Hollywood's tricks of the trade - process shots, miniatures, slow motion, accelerated action, animation, optical tricks - are either hard to or impossible to do in live telecasts, Fairbanks pointed out. But they can be accomplished easily on film and add tremendous production value to any program.

Estimates of sets to be built within the next 12 months run from 155,000 to 500,000 with all video manufacturers agreeing that there will be at least 200,000 sets in operation by Summer of next year. This, according to the producer, means an audience of more than a million based on survey reports showing at least five viewers to each set in operation.

"Television", he emphasized, "has at last climbed out of its cradle."

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MAJ. GEN. VAN DEUSEN NEW PRESIDENT OF RCA INSTITUTES

Maj. General George L. Van Deusen has been elected President of RCA Institutes, Inc. General Van Deusen commanded the Eastern Signal Corps Training Center during World War II. He succeeds Maj. Gen. Harry C. Ingles, who served as head of the Institutes until his recent election as President of RCA Communications.

During General Van Deusen's command of the Eastern Signal Corps Training Center at Monmouth, N. J., 1941-5, it reached a strength of more than 30,000 officers and enlisted men. In January, 1945, General Van Deusen became Chief of the Signal Corps Engineering and Technical Service in Washington.

During World War I, General Van Deusen commanded the 105th Field Signal Battalion, 30th Division, in France and Belgium. Subsequently, he was Instructor in signal communications at West Point.

RCA Institutes is a technical school devoted to instruction in radio and electrical communications and the associated electronic arts. It is the oldest radio school in America.

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Construction of the six FM stations which will comprise the Rural Radio Network in up-State New York will get under way immediately. Grants for the outlets were authorized last week by the Federal Communications Commission for the Rural Radio Foundation, which will own the network. The foundation is a non-profit group of nine farm organizations.

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BELIEVES PETRILLO'S NOTICE GOES FAR BEYOND MUSIC

In banning the manufacture of records and transcriptions, James C. Petrillo, President of the American Federation of Musicians, the New York Times is of the opinion, has set the stage for an economic and legal tussle with implications extending far beyond the realm of music. In effect, the union leader has served notice that he now is ready for a showdown with all industries which exist by reason of the fact that they provide music by mechanical means.

"Mr. Petrillo has laid his plans with his usual resourcefulness. His contracts with the disk manufacturers expire on Dec. 31 and his agreements with the national radio networks run out on Jan. 31. More than a year ago he refused to permit musicians to work for television under any circumstances. For an equal time he has had FM radio on its economic knees by refusing to allow network musical shows to be broadcast simultaneously over both FM and standard stations. Within ninety days, in short, Mr. Petrillo will not have contractual relations with any of the major units of the world of 'canned music'.

"It is no secret that Mr. Petrillo has been working toward the attainment of such a strong bargaining position since he first assumed the union presidency in 1940. It comes as a prerequisite to what he always has declared to be the prime mission of his office; to combat 'canned music' on the grounds it has limited employment opportunities for his members. His aim is to combat such technological inroads by means of his union's closed shop throughout the entire musical field. Primarily, he has though in terms of the total income of the producers and users of 'canned music' as opposed to the total income of musicians as a class.

"Mr. Petrillo steadfastly has brushed aside the obvious facts that the radio and record industries do not have need for additional 'live' musicians to conduct their business. Instead of seeking revision in the copyright law, which at present prevents a musician from sharing in the continuing commercial use of a record, he has resorted to direct action. In succession he has forced individual radio stations to hire arbitrary quotas of instrumentalists, using the threat of strikes against national networks in order to win local 'settlements'. He has compelled the record industry to pay a fee on each disk sold directly to union headquarters. In effect, if his own reasoning were followed to its logical conclusion, Mr. Petrillo would featherbed out of existence the very base upon which modern mass communication rests - the reaching of millions through technical ingenuity.

"It was against such tactics that both the Taft-Hartley and Lea Acts were addressed, but already it is doubtful whether they will be adequate to cope with Mr. Petrillo's promised forays. As he so often has done in the past, the union leader has emphasized that his ban on records and disks is not a 'strike' but merely action taken within the Constitutional prohibition against involuntary

servitude. His 'boys', explains Mr. Petrillo, simply do not want to take jobs involving the making of a record. That he felt supremely confident of this legal position was evident more than a year ago when he declared: 'Make a law to make us go to work.'

"Perhaps the greatest danger presented by Mr. Petrillo's ukase is to minimize its import or to suggest that it will be easy to counteract immediately. But it would seem to have served the useful purpose of illustrating with particular vividness the extraordinary powers which even now a headstrong labor leader can command. It must be hoped that the lesson will not be lost either on Congress or on those who believe public interest must take precedence over any individual's personal ambitions."

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NOW THEY ARE GETTING RADIO TUBES SIZE OF A GRAIN OF RICE

A radio tube smaller than the eraser of a lead pencil - only a trifle larger than a grain of rice - has been developed by the electron tube laboratory of the National Bureau of Standards in Washington. This "rice-grain" tube, known as the "microtube", is but one development of a basic and applied research program on vacuum tubes, undertaken by the laboratory in collaboration with industry, for military and industrial uses.

The various phases of the Bureau's fundamental and applied tube research are of great importance to the science of electronics.

The most significant contribution made by the electron tube tube laboratory to the field of electronics is the development of new types of subminiature tubes in cooperation with private industry. In contrast to prewar tubes created by industry primarily for use as amplifiers in hearing aids, the new subminiature tubes are suited to a variety of other applications, such as detectors, amplifiers, rectifiers, and oscillators. In the course of this work, Bureau scientists found that a tube 1/4 inch by 1 inch would perform specific functions just as well when simplified in certain ways. Simplification made further reduction in size possible, and thus, by a process of evolution, the tiny microtube was developed. However, further details on this tube, which has various military applications, cannot be disclosed at this time.

Subminiature tubes, having proved themselves, are now considered a new tool of great potential value. Manufacturers are accordingly devoting much time and effort to seeking ways and means of exploiting the possibilities of such tubes in radio sets, improved hearing aids, and other applications.

Details of the Electron Tube Research may be had in the October issue of the Technical News Bulletin, National Bureau of Standards, Washington, D. C.

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FCC QUIZZES WARL, ARLINGTON, VA., ABOUT ITS QUIZZES

The Federal Communications Commission this week ordered WARL, Arlington, Va., radio station to show cause at a November 21 hearing why the spot quiz programs, which flash the questions at the rate of 140 a week, are not violating the law against broadcasts of lotteries.

A Commission spokesman said the program had begun about April 14 and continued to date. The FCC issued the order on its own motion and not because of any complaints, it was stated.

Ray Baker, station manager, said that a great number of other stations are broadcasting similar programs all over the country, and that WARL "seems to be the goat".

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MUTUAL CO-OP SALES UP 85 PERCENT

Sales of Mutual network Co-operative programs have increased 85 percent in volume over last year, as of October 15th.

A tabulation made by the department shows 1,083 current program sales of Mutual co-ops by the network's affiliates, compared with 584 a year ago. The number of local sponsors represented is well over 1500, said to be more than all other networks combined.

Mutual claims it has the three widest-sold co-operative programs on any network, with Kate Smith sold on 302 stations, Fulton Lewis, Jr., 288, and Cedric Foster on 127 stations.

Information Please, which started as a Friday night co-operative feature on Mutual only a few weeks ago, is already sold on 92 MBS stations.

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TWO NEW COLOR TELEVISION PATENTS ASSIGNED TO RCA

Two patents, 2,428,946 were issued last week to Frank J. Somers of Jackson Heights, N.Y., for an invention designed to provide an improved method of and means for maintaining color disks, wheels, drums or the like in synchronism in a television system, an improved speed control system for television or the like apparatus, and means also for controlling by an improved method the speed of any non-synchronous motor; and 2,428,945 awarded to Kurt Singer of North Hollywood, Calif., for a device for use in a multi-colored facsimile signal recorder designed to overcome previous difficulties incurred by photographic processes and at the same time obtain a number of copies from one transmission. They were assigned to the Radio Corporation of America.

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TV RATE DISTRIMINATION, N. Y. RADIO LICENSING BILL OPPOSED

Climaxing the four-day RMA Fall Conclave, the RMA Board of Directors last Wednesday, October 16, registered its vigorous opposition to any discrimination in electric rates against television receivers and to a proposed New York municipal ordinance to license radio servicemen and technicians.

The Board also approved the expansion of RMA services for the Transmitter and Parts Divisions and the Export Committee, as recommended by the RMA Finance Committee, heard a detailed report on final preparations for National Radio Week, but deferred action on a proposed monthly survey and report on radio retail sales until a subsequent meeting.

The Directors were guests of the Institute of Radio Engineers at the new IRE headquarters, 1 East 79th Street, for their meeting and at a luncheon. All other sessions were held at the Roosevelt Hotel.

Discriminatory rates for electric current for television receivers, secured by two Connecticut power companies from the State Public Utilities Commission, authorizing rate increases for users of television receivers, will be vigorously opposed by RMA. President Balcom will soon appoint a special committee to take action against the discriminatory TV set rates in Connecticut. RMA Engineering Department data presented to the Board of Directors, which unanimously ordered opposition to the discriminatory electric current rates for TV receivers, shows that there are very low current and power factors for such TV sets, much lower than many domestic electric appliances, and "destroys any sound basis for distinctive rates for television receivers."

Adoption of a resolution opposing a proposed New York City ordinance to license radio technicians also was taken. The bill's sponsor, City Councilman Stanley M. Isaacs, held a hearing on the measure on Monday, October 20, in the City Hall. Objections voiced by RMA Directors were directed at the general policy of unnecessary, ineffective and unwise governmental controls of private business.

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BBC PREPARES TO CELEBRATE SILVER JUBILEE

On November 14, the BBC celebrates its Silver Jubilee. Twenty-five years ago, on November 14, 1922, the first programs were broadcast under the auspices of what was then called the British Broadcasting Company, Ltd., and later became the British Broadcasting Corporation. To mark the occasion, the BBC plans to broadcast many special programs, spread over two weeks in November.

One program will be "Focus on the BBC", written and produced by W. Farquharson Small, which deals with the BBC as a controversial topic, for in Britain, at any rate, the BBC is a subject that will always raise an animated discussion. This program will deal with the arguments for and against the monopoly as they have been presented by commissions and committees set up by public bodies.

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SCISSORS AND PASTE

Petrillo Compared to Old King Ludd
("Washington Post")

The point of principle upon which Mr. Petrillo has declared war to the death against the phonographs and juke boxes of these United States is an interesting modern variant of Luddism. The Luddites were the hand-weavers and other artisans of Yorkshire, Lancashire, Derbyshire and some other parts of England who in the early nineteenth century, undertook to destroy the machines which had thrown them out of work and reduced them to destitution. It is not apparent that many members of Mr. Petrillo's American Federation of Musicians are now in danger of starving because mechanical music has destroyed the market for their special skills; but Mr. Petrillo is making sure that there never will be such a danger. No group of sane men, argues Mr. Petrillo, will collaborate in maintaining an industry that may deprive the members of the group of their means of livelihood.

But if Mr. Petrillo's principles are essentially those of the Luddites, his strategy is somewhat different. The Luddites conducted their war against machinery by rioting and violence; Mr. Petrillo has chosen the method of embargo and slow starvation. The musicians will make no more recordings and thus the record shops and the juke boxes will be deprived of new tunes to offer their volatile and easily surfeited customers.

This to be sure is not the first time that Mr. Petrillo has decreed the extinction of the phonograph industry; but, as a man who prides himself on being reasonable, he has hitherto allowed himself to be persuaded to stop short of a Carthaginian conquest and to be satisfied with heavy reparations and indemnities. Mr. Petrillo's war of a few years ago was concluded by an armistice, under which the record manufacturers agreed that a stipulated por- of the price of each record sold should be contributed to the union's welfare fund. This tribute, however, was outlawed by the Taft-Hartley Act, which made it illegal for any union "to cause or attempt to cause an employer to pay or deliver any money or other thing of value in the nature of an exaction, for services which are not performed or not to be performed".

It is clear from the records of the conference committee which decided upon the final form of the Taft-Hartley Act that this clause was aimed specifically at Mr. Petrillo and his methods. Thus it becomes not so much a show-down between Mr. Petrillo and the phonograph-record manufacturers as between Mr. Petrillo and Congress. It is perhaps significant that Mr. Petrillo has taken the aggressive and that the record manufacturers are eager, if possible, to appease him again.

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Accent On Youth
("Variety")

Moreover of FCC Chairman Charles R. Denny to an executive post at NBC as General Counsel for the network effective Nov. 15 highlights the entire industry-wide "accent on youth" trend. It's been particularly pronounced in recent months at NBC, with its sweeping realignment of executive posts designed to bring more youthful elements into policy discussion and formulation, a move which generally has been greeted with wide acceptance. * * * *

When a couple of years back, CBS named its then 37-year-old Frank Stanton to the presidency, it may have been considered startling at the time. But actually it was the forerunner of a new pattern which found radio in general shaking the cobwebs out of its top-story. Mutual's Bob Swezey, who emerged with considerable added stature from his contributions on setting up the new industry code; the key operational role being played by such men as ABC's Bob Kintner, again offer evidence of how a comparatively younger-bracketed element is projecting itself into masterminding industry policy.

(Editor's Note: Chairman Denny being made a Vice-President of NBC at 35 isn't particularly new to the radio industry. William S. Paley was only 27 years old when he became President of the Columbia Broadcasting System, and David Sarnoff 39, when chosen to head RCA. R.D.H.)

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Widow of Ex-FCC Commissioner Thad Brown Now Newsgatherer
("Washington Post")

Politics - sometimes called the great American game - is the only game as far as Mrs. Thad Brown is concerned.

She played it effectively in Ohio until the late Thad Brown came to Washington as a member of the bipartisan Federal Trade Commission. * * *

Now Marie Brown has turned columnist. Under the name of Marie Thrailkill Brown, she's turning out a daily political piece under the title, "Behind the Scenes", for the Dayton, Ohio, Journal-Herald, which is published also in a number of other Ohio papers. Moreover, Mrs. Brown has been appointed head of the Washington bureaus of two of the Ohio papers for which she writes.

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Senator Glen H. Taylor (D), of Idaho, former "radio cowboy" starting soon on his horseback trip from the Pacific to the Atlantic Coast plugging for world peace, is expected to freely work the radio stations enroute.

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TRADE NOTES

A new portable radio incorporating superheterodyne circuit employing miniature tubes, designed to sell at the lowest price of any postwar Philco portable, has gone into mass production and is being shipped by Philco to distributors throughout the country.

The new Philco Model 300 portable radio provides automatic switching from house current (AC or DC) to battery and vice versa. It weighs only 12½ pounds, including batteries. Among its features are a beam power pentode audio system and oval speaker for greater power and improved tonal quality; and a built-in high impedance antenna for pickup of distant stations. It is priced at $39.95, less batteries; slightly higher in the Far West.

It is reported that the White House turned down an invitation to Margaret Truman to sing on the Elgin gala Christmas broadcast stating that Miss Truman would appear on no commercial radio programs.

C. M. Jansky, Jr., of the Washington engineering firm, Jansky & Bailey, has been named engineering counsel of the FM Association yesterday following a meeting of the FMA Executive Committee in Washington.

Mr. Jansky also was named Chairman of a special FMA Committee to meet with the Federal Communications Commission to urge revision of the Commission's Standards of Good Engineering Practice, relative to Class B FM stations in Area 2, which comprises all of the United States except the Northeastern area.

Zenith Radio Corporation has leased the four-story building at the northeast corner of 25th and LaSalle Streets in Chicago for a period of years. The building contains approximately 70,000 square feet of floor space, bringing to 150,000 feet of space acquired in the last year, which will be used immediately to increase the manufacture of radio sets.

Hugh Robertson, Executive Vice-President, said his company has not been able to meet demand and that it still must allocate all of its production even though doing business at more than twice the pre-war rate.

Zenith pressed part of its Wincharger Corporation's plant at Sioux City, Iowa, into radio production more than a year ago in an effort to meet the demand for its line of radios.

A new folded dipole type RCA-228 FM antenna and reflector designed to improve FM reception is now being offered at a suggested list price of $13.50. The new antenna is complete with durable aluminum cross and elements, a five-foot wooden mast, heavy-duty mounting brackets and all hardware necessary for installation.

The International Telephone and Telegraph Corporation was host at a dinner in New York Tuesday night to the twelve cadets from the Mexican Military Academy who are touring the United States at the invitation of President Truman.

Sol Sagall, President of the Intra-Video Corporation of America, of 851 Madison Avenue, New York, said a purchase order had been received for the installation of a television master antenna system in the new Terrace Plaza Hotel in Cincinnati in one of the first in the United States and the first multiple dwelling installation in the Cincinnati area.

The Terrace Plaza, now being constructed, will provide for the television reception in the large suites, dining rooms and cocktail lounges. A conduit will be installed for the future, to make television reception possible in 350 guest rooms.

Howe Sound Company - Nine months: Net profit, $1,181,181, equal to $2.56 a share, compared with $601,339 or $1.30 a share, last year. September quarter: Net profit, $363,849, equal to 79 cents a share, against $222,658 or 48 cents a share for third quarter of 1946.

Crosley Motors, Inc., reported recently a net income of $476,065 on sales of $12,073,721 for its first full year's operation, which ended on July 31.

Powel Crosley, Jr., radio pioneer, president, said the earnings, which equal 84 cents a share on 566,088 shares of capital stock outstanding, are after all charges including amortization of $470,857 of pre-operation and special tooling expenses originally amounting to $1,544,696.

The net income was more than sufficient to absorb the operating deficit of $151,200 incurred in 1946, and the $26,959 expense of organizing the company, leaving an accumulated profit in the business of $297,906, Mr. Crosley said.

By the end of the 1947 fiscal year, the new company had delivered to the public 16,637 post-war Crosleys.

Under a Five-Year Plan, broadcasting strength of the Yugoslav network is expected to increase to 35 times that of 1939 by the end of 1951.

A medium-wave station of 150 kilowatts is now under construction in Belgrade, and two similar-type stations with a power output of 20 kilowatts are being erected at Skoplje and Sarajevo. It is also planned to increase the power of the Ljubljana broadcasting station to 25 kilowatts and that of Zagreb to 20 kilowatts.

During the next 5-year period, construction of a 210-kilowatt short-wave station at a so-far-undesignated location is expected. In addition, broadcasting stations are planned for each of the Peoples' Republics, as well as one each for Voijvodina, Dalmatia, and Kosovo-Metohija. The latter three stations are to have a minimum power of 10 kilowatts.

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Founded in 1924

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Robert D. Heinl, *Editor*

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No. 1798

October 29, 1947

PASSAGE OF RADIO LEGISLATION IN SPECIAL SESSION DOUBTFUL

Even if the Republicans should succeed in widening the scope of matters to be taken up by the special session of Congress called by President Truman for mid-November, it is a question as to whether or not pending radio legislation would have much of a chance for consideration. Speaker Joe Martin, Senator Taft and Senator Wallace White contend that Congress could take up any domestic issue that might be considered necessary and this would include radio but, of course, the emergency legislation for which the Senate was called would have the right of way.

The most important price of radio legislation now pending is the White-Wolverton Bill with which the radio industry is far from pleased but which aims to bring the antiquated Communications Act up-to-date. Here, however, is a snag that this particular piece of legislation may encounter in the Senate. Senator White, in addition to being the sponsor of the bill, is also Chairman of the Senate Interstate Commerce Committee which is considering it. Furthermore, Senator White is likewise majority leader of the Senate. If he had nothing to do but the last named job, he still would be one of the bisiest men on Capitol Hill and probably wouldn't have much opportunity to work on radio and communications.

While he gave considerable time to rewriting the bill at his home in Maine during the Congressional recess, it is understood the Senator was not able to complete this task.

The bill had a very stormy reception when introduced and later during the Senate hearings many changes were suggested by the broadcasters and the Federal Communications Commission. One of these was to raise the pay of the Commissioners from $10,000 to $12,500.

A complication has arisen on the House side through Representative Evan Howell (R), of Illinois, being appointed to the District Court of Claims. Representative Howell was Chairman of the House Interstate and Foreign Commerce Committee and was prepared to introduce a bill more in line with the industry's idea of its needs - in fact the broadcasters were believed to have about written their own ticket but now with Representative Howell out of the picture, it is not known who, if anyone, will carry the ball for them.

At the close of the last session even though Senator White knew that Mr. Howell was preparing a new bill, he did not seem to be discouraged over the fact that there might be two House bills to consider and still predicted that there would be a new Communications Act this session. It is the belief since Senator White is slated for retirement in 1949 after almost two score years of service in the Senate, he hopes for a revised Communications Act to be one of his monuments.

There are indications that Petrillo may come in for a trouncing during the extra session perhaps in a demand that the Lea Anti-Petrillo Act be amended to take in Petrillo's broadcast recording ban.

Rep. Edward J. Devitt (R), of Minnesota, in a statement to Stanley Hubbard of KSTP, St. Paul, who long has had his axe out for the music czar, declared last week Congress must take constructive steps to curb unwarranted and excessive powers Petrillo exercises over musical destinies of U.S. "He has so restricted free expression of musical abilities . . . that future growth and expansion . . . is seriously jeopardized to detriment of musicians and public", Representative Devitt said.

"He (Petrillo) has sponsored enactment of Federal law which classes musicians along with Communists, anarchists, and immoral persons as undesirable potential citizens of U. S. Law deprives musical profession of . . . exchanging talents between nations and . . . welds more closely power Petrillo exercises over union . . . Law should be repealed. I intend to sponsor bill to accomplish that end. . . . Caesarism in musical arts must be terminated."

Another thing that is liable to come up if the Republicans succeed in getting by with additional legislation to that indicated for the special session by President Truman is the resolution introduced by Representative William Lemke (R), of North Dakota, to move FM back from the 100 mc to the 50 mc band where it was originally. There may be some developments on this Monday, November 17th, the day the special session opens, in the FCC hearing as to the permanent disposition of the 50 mc band. One story is that this was a move on the part of the Commission to settle this matter in its own way while Congress was in recess but the calling of the special session may complicate matters.

Another radio matter heretofore not considered important though it has been coming up for years may have more serious attention when the mill begins to grind is a revision of Senator Arthur Capper's bill to ban all press and radio liquor advertising from interstate commerce. The reason for this is that Senators Edwin M. Johnson (D), of Colorado and Clyde M. Reed (R), of Kansas, declaring the Capper bill too drastic have hit upon the idea of recommending that instead of drafting a new law such as that, better results might be achieved by an amendment to the old Federal Trade Commission Act.

The amendment would forbid the publication or broadcast of advertisements which "by word, device or sound" imply that the use of liquor is beneficial to health, would increase social or business prestige, or is traditional in American family life. Senator Johnson wants to put more teeth in it and since he also expects to retire from the Senate hopes to do it soon.

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"TV'S FUTURE BRIGHTEST OF NEW INDUSTRIES", FOLSOM, RCA

No other new American industry holds such a bright economic future as television, Frank M. Folson, Executive Vice President of the RCA Victor Division, Radio Corporation of America, said in Boston last week, addressing the Marketing Club of the Harvard University Graduate School of Business Administration.

"Television is the future of radio; it is a new tool for the alert and aggressive merchandiser", Mr. Folsom asserted. "Now, in radio we have both sound and sight to market and to aid in marketing. Whether you enter the radio field, or some other industry or business, you will find radio and electronics ready to serve you and to help in marketing whatever product you sell from razors to radios, from sapphires to soap."

"By the end of 1947", he continued, "it is estimated that there will be between 150,000 and 175,000 television receivers in the United States; by the end of 1948, about 750,000, and from there on the number will increase rapidly as mass production gets under way at an accelerated pace.

"Television will be supported by advertising, for it is unsurpassed as an advertising medium having both eye and ear appeal. Therefore, the gradual fusion of sound broadcasting with television is destined to come, just as sight and sound joined in motion pictures.

"Television also will become a coast-to-coast service, and possibly by 1950, there will be a nation-wide network in which stations will be linked by coaxial cable and automatic radio relay stations."

Mr. Folsom said that applications of television are unlimited, and he pointed out a number of its possibilities in medicine, education, industry and merchandising.

"Television is not limited to entertainment", he said. "Industrial television, with its panoramic views of entire factories, of dangerous chemical processes, of mines, tunnels, and submarine operations, offers new opportunities in the modernization of industry. In manufacturing plants, television makes possible the centralization of inspection; the assembly line can be observed at one or at many points, thus facilitating visual control of distant operations. Increased coordination all along the line is facilitated; delivery of parts can be watched and properly timed, and the movement of the belt regulated for utmost efficiency.

"We also foresee great possibilities for television in department stores. There the managers may sit at their desks, with an eye on the entire store. By pushing buttons, executives will watch the functioning of their organizations. Intra-store television will present dramatic visual displays of merchandise. Seated in comfortable viewing salons, which we call 'telesites', shoppers will see fashion

shows and the goods on sale in all departments. Television will provide a display window to the entire nation; people will shop by television and then telephone their orders."

"Consumer demand has far exceeded our most optimistic expectations. As a result, we have recently doubled our production of television by opening additional plant facilities at Indianapolis."

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GOV. FOLSOM OF ALA. CRACKS BIG CITY RADIO PROGRAM EMPHASIS

Gov. James E. Folsom of Alabama would have the country at large furnish radio programs instead of New York, Chicago and Hollywood. It would please him "if for a change we could get our culture, comedy and criticism" from other places.

Regarding this, Governor Folsom said in a statement presented to the Communications Commission, a survey by the Agriculture Department showed that "while news broadcasts ranked first among rural men and women in matter of preference for radio listening, sermons and religious programs and old-time music are more important to rural men in the South than such programs are to men in the North and West.

"Southern farm women placed religious programs second to news in listening value, while rural women of the North and West ranked soap operas next to news broadcasts."

The Governor joined farm organizations in urging more radio "primarily for rural listeners".

"With the present allocation of clear channesl in the United States, a few people in the large cities are in a fair position to dictate the radio listening habits of over half the people of this country", Governor Folsom said.

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RMA SEEKS TO IMPROVE RADIO SET SERVICING

From a proposed New York City Ordinance to license radio servicemen and technicians, the Radio Manufacturers' Association is developing an industry plan to provide improved servicing of radio sets through "authorized" servicemen of the radio trade.

Action on the New York City municipal licensing ordinance for servicemen, and possibly other radio technicians, may be deferred pending RMA industry action, designed to stabilize and improve radio service and prevent overcharges to the public through the designation of "authorized" servicemen by radio dealers and distributors. City Councilman Stanley M. Isaacs of New York, author of the proposed municipal licensing ordinance, has indicated a willingness to defer action on his broad licensing proposal pending industry action to improve radio service.

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FCC FORMALLY SAYS GOOD-BYE TO CHAIRMAN DENNY

The Federal Communications Commission last week unanimously adopted the following statement on the resignation of Chairman Charles R. Denny, presented by Vice-Chairman Paul A. Walker:

"I think that the record of this meeting should not close without an expression of appreciation on behalf of the Commission to the retiring Chairman, Charles R. Denny.

"Chairman Denny first came to the Commission in February, 1942, as Assistant General Counsel in charge of Litigation. From the outset, he displayed unusual abilities and wholehearted devotion to the work of the Commission. Recognition of these abilities led to his selection as General Counsel when that position became vacant. And the distinction with which he performed the duties of that office, during one of the most trying and difficult periods of the Commission's history, made his designation to the Commission an obvious and natural choice.

"As a member of the Commission, as Acting Chairman, and as Chairman, he has displayed not only breadth of understanding and decisiveness of judgment but also a marked capacity for cooperation and leadership. We, his colleagues, are certainly not alone in recognining and appreciating these qualities; they have won him the respect and warm regard of the Commission staff and those engaged in the communications field. Nor is this respect and regard confined to this nation alone. For, as Chairman of the recently held International Telecommunication Convention, he again demonstrated these qualities in an impressive fulfillment of a delicate and difficult assignment.

"I move that these remarks be incorporated into the minutes of this meeting together with our expression of appreciation for his services to the Commission and our best wishes for the future."

Mr. Denny, now on vacation, will assume his new position of Vice-President and General Counsel of the National Broadcasting Company in New York on or about November 15th.

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FCC SEEKS COMMERCIAL PUBLICATION OF RECORDS FOR PUBLIC SALE

To meet an increasing number of requests for copies of antenna patterns and related documents filed with broadcast applications, the Federal Communications Commission is inviting bids to have this work done commercially for sale at reasonable cost to those who desire them. The duplicating company obtaining this contract will prepare master copies of all directional antenna patterns within 24 hours after they are filed with the Commission. Master copies of other public records will be prepared as requested. Copies of these records may then be obtained from the duplicating company at the per page price specified in the competitive bids.

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U.S. DEVELOPS NEW AUTOMATIC IONOSPHERE RECORDER

A new instrument for automatic recording of ionospheric phenomena, which are of great practical importance in radio propagation, is now in operation at the National Bureau of Standards's ionospheric research station at Sterling, Virginia. The prototype model of the recorder, developed by the Bureau's Central Radio Propagation Laboratory, was completed in time to participate in the recent Army Air Forces—National Geographic Society Eclipse Expedition in Brazil. In addition to special records during the May 20 eclipse of the sun, valuable data were obtained on general ionosphere conditions. Plans are being made to install these recorders in all the ionosphere stations operated by the Bureau.

Long-distance radio transmission would be impossible if it were not for the ionosphere, a series of ionized layers in the atmosphere 50 to 250 miles above the earth that reflect radio waves back to earth. The new recorder will provide automatic and continuous measurements of the heights of the various layers and of critical frequency, that is, the maximum frequency that is reflected back to earth rather than passing off into space.

The model C2 recorder was designed to utilize the so-called multifrequency technic of investigating the layers of the inoosphere. It is the first completely automatic recorder to use, in continuous heavy duty, the heterodyne pulse transmitter arrangement recently described by P. G. Sulzer. In this arrangement the entire frequency range from 1.0 to 25.0 megacycles per second is covered continuously without switching bands. The receiver is tuned with the transmitter throughout its frequency range. Pulse transmissions are used similar to those employed in radar except with varying probing frequency. The frequency is plotted against the time delay of the echoes from the ionosphere, an interval that corresponds to twice the height of reflection. One sweep in frequency from lower to upper limits produces each ionosphere record in a time interval of as little as 7½ seconds.

Details of the Electron Tube Research may be had in the October issue of the Technical News Bulletin, National Bureau of Standards, Washington, D. C.

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BRITISH GUIDE TO WORLD'S RADIO GOES INTO THIRD EDITION

A third edition of the "Guide to Broadcasting Stations" (Iliffe and Sons, Ltd., 1s 0d. net) has been published in London to coincide with the Radio Exhibition at Olympia. It again lists some 300 long- and medium-wave European stations, and over 1,000 world short-wave stations, of a power of one KW and upwards.

Overseas listeners will welcome the inclusion in the short-wave list of the frequencies officially allocated to the respective stations, as well as those in use at the time of going to press.

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COY, WINX, REPORTED SET FOR FCC HEAD; OTHERS STILL MENTIONED

A Tuesday rumor was that Wayne Coy, in charge of the Washington Post FM station had been offered a recess appointment as Chairman of the Federal Communication Commission to succeed Charles R. Denny. This was in line with an assertion by Drew Pearson over ABC Sunday night. Mr. Coy has been frequently mentioned for the post. He is 44 years old, a native of Indiana, a former newspaper reporter, and formerly a New Dealer, previously was Assistant Director of the Budget serving in the Executive Office of the President.

Other aspirants, however, apparently haven't given up hope. A name added to the list last week was former Senator D. Worth Clark (D), of Idaho, who endeavored to give Petrillo a spanking by calling him to Washington several years ago. He was later defeated in a close election by Senator Glen Taylor, former radio cowboy.

Among those mentioned for the chairmanship have been Leonard Reinsch, President Truman's radio advisor, Senator Hugh Mitchell, of Washington, and former Senator James Mead (D), of New York.

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WQXR, NEW YORK TIMES STATION, SEEKS 50 KW POWER

Two officials of the Interstate Broadcasting Company, Inc., operator of radio station WQXR, New York, testified Monday in support of an application to increase the station's power from 10 to 50 kilowatts, unlimited time.

John V. L. Hogan, President of Interstate, a subsidiary of the New York Times Company, said that it was of utmost importance to distant listeners that clear channels of independent high-power stations such as WQXR should be protected from any interference.

Mr. Hogan said WQXR programs were heard throughout the eastern third of the United States.

Earlier, Arthur W. Scharfeld, attorney for the station, said that he had filed with the Commission a protest against a temporary authorization issued by the Cuban Government to CMBH, Havana, permitting it to operate on 1560 kilocycles, the same frequency used by WQXR, on five kilowatts power.

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Senator Claude Pepper (D), of Florida, this week accused the House Un-American Activities Committee of censorship in violation of the Bill of Rights.

"If censorship begins with the movies it will next reach the press, the radio, the painter, the musician - and, in time, the pulpit", Mr. Pepper said.

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HARTLEY, OF TAFT-HARTLEY, TO GUN FOR PETRILLO, JOHN L. LEWIS

Representative Fred A. Hartley, Jr., co-author of the Taft-Hartley labor law, said in El Paso Tuesday, he would press in the next regular session of Congress for new legislation aimed at such union chiefs as John L. Lewis and James Caesar Petrillo.

Addressing the metal mining convention of the American Mining Congress, the New Jersey Republican said, according to the Associated Press, that he had two proposals to make, both to bolster the Taft-Hartley Act.

The first, he said, would outlaw labor violence and guarantee the right of an employee to remain on the job without fear of intimidation or bodily injury. This would not protect strike-breakers, he said, "but the fellow who has a job and wants to keep on working."

It would apply in cases such as he observed recently in Detroit, Mr. Hartley said, where "I saw goon squads in steel helmets go from filling station to filling station to drag out workers and beat them."

The Taft-Hartley Act's sections on mass picketing and the use of force and violence are inadequate", he added.

His second move to bolster the Taft-Hartley law would be to outlaw strikes against the public health and safety.

In this connection, he struck at Lewis and Petrillo, describing them as abusers of power.

"Lewis not only can shut down the coal industry but also can wreck the nation's economy", he said.

"To Petrillo, who recently announced he would not permit the manufacture of more records, I would apply the Sherman anti-trust act, just as it applied to business."

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Nina Lunn, a familiar figure at Washington parties last season, now has a role with William Powell in Universal's forthcoming film, "The Senator Was Indiscreet". Not only that, she's keeping tabs on Powell's portrayal to see that it contains nothing indiscreet. As the granddaughter of Maine's Senator Wallace H. White, Jr., her Capital knowledge has come in handy to the comedy producers.

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DREW PEARSON'S "FRIENDSHIP TRAIN" PROMISES TO GO OVER BIG

Although no one seems to be leaning over backward to give him credit for the idea, the proposal of Drew Pearson, ABC radio commentator, that the Citizens Food Committee send a "Train of Friendship" from the West Coast to the East Coast to collect food gifts for hungry Europeans, apparently is very near realization. Chairman Charles Luckman, in announcing that the Committee would send the train, said it would "show the people Europe that the people of the United States are anxious and willing to assist them."

The train is scheduled to leave Los Angeles Nov. 7 and arrive in New York City Nov. 18. When it arrives, said Mr. Luckman, it will be loaded with grain and other foodstuffs picked up from more than forty cities and towns in twelve States. It is expected to start with five carloads of food and to have about eighty cars when it arrives in Chicago.

Representatives of the French and Italian Governments, motion picture and radio stars, and news-reel, press and radio personnel will be on the train. Governors, Mayors and members of citizens committees will ride it through their communities, with ceremonies being held at each stop.

An idea of the "pull" of Mr. Pearson's broadcasts was learned in quite another way when he revealed that a single regular ABC Sunday night mention of a name brought in 20,000 letters and postcards. It was in connection with Mr. Pearson's suggestion that Dow White, professional rat catcher, in an effort to aid the food conservation program, would give his method of rat-catching to anyone who wrote in and sent a stamped envelope. As a result White telephoned Mr. Pearson that he was deluged with requests but would keep his promise, but to please tell the radio listeners not to forget to send the stamped envelope.

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IN CHINA IF A STATION ACTS UP, IT'S "SEALED"

Broadcasters who think they are having their troubles here should get some comfort from an item just received from the Commerce Department which reads:

"Shanghai radio station XHMD, which was instructed on September 3 to cease broadcasting in the English language, was sealed on September 18 by the Shanghai-Woosung Garrison for non-compliance.

"The seals are now removed, and the station has resumed operations in the Chinese language. XORA is now the only station broadcasting in the English language in Shanghai - and possibly in China, with the reported exception of one station in Chungking.

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GEN. R. R. COLTON ELECTED VICE-PRESIDENT OF FEDERAL RADIO

Maj. Gen. Roger B. Colton (retired) has been elected Vice President of the Federal Telephone and Radio Corporation, domestic manufacturing affiliate of the International Telephone and Telegraph Corporation. General Colton, who has completed more than thirty years of service with the United States Army, has had extensive experience in communications research and development.

General Colton was commissioned as a Second Lieutenant, Coast Artillery Corps, in the Regular Army in 1910, after his graduation from Yale University in 1908, and transferred to the Signal Corps in 1930 with the rank of Lieutenant Colonel. He was placed in charge of the Plant and Traffic Division in the Office, Chief Signal Officer, Washington, D. C., in August, 1932, and of the Research and Development Division of that office two years later. Upon his graduation from the Army War College in 1938, he was made Director of the Signal Corps Laboratories at Fort Monmouth, New Jersey.

General Colton's long and distinguished military career included service as Chief of the Signal Supply Services, Office of the Chief Signal Officer, Washington, D. C., and later as Air Communications Officer of the Air Technical Service Command at Wright Field, Dayton, Ohio. He retired from active service with the Army to enter private business last year.

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FURTHER CLAIMS THAT FM REACHES FAR BEYOND THE HORIZON

Further reports come in of FM being heard well beyond distances originally claimed. The latest is from J. T. Dalton, General Sales Manager for Radio and Television, Bendix Radio Division of Bendix Aviation Corporation.

"Originally considered as limited in range, FM radio has during the past Summer proved itself capable of static free, full fidelity reception over distances of 150 miles. For example, in areas where popular baseball games were broadcast over FM, the new type of radio suddenly grew up", said Mr. Dalton.

A map of reception in the St. Louis area debunked all that has been said about FM distance limitations, Mr. Dalton pointed out, referring to the areas of service in excess of 200 miles.

Bendix Radio's claim to distant FM performance centers on the operation of its exclusive treatment of the ratio detector. Mr. Dalton claimed that the fewer tubes and parts in the Bendix circuit provide even greater sensitivity free of limiting action plus full automatic volume control. The stability of the circuit has further enabled Bendix to use mechanical pushbutton assemblies for automatic tuning on AM and FM.

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SEVEN NEW FCC APPLICATION FORMS TO REPLACE 20 OLD ONES

New application forms tailored to the convenience of prospective broadcasters as well as to regulatory requirements have been adopted by the Federal Communications Commission and are expected to be available in about a month. They pertain to all classes of broadcast services except international, facsimile and experimental.

The new forms help to standardize the application procedure and reduce detail insofar as possible. Seven unified and compacted forms will replace 20 different forms used for the broadcast services affected.

In particular, applicants for new standard, FM and television stations will use the same form instead of separate forms as now. The only difference will be in the engineering portsions. Applications for licenses and renewals, assignment of construction permits and licenses and transfer of control, are likewise unified.

Substantial relief in submitting detail is afforded. As one example, if an applicant feels that it would be too much of a burden to furnish an unusually large listing of all parties involved, he may petition the Commission for a waiver of the strict terms of this requirement.

Just as it simplifies the filling-out procedure, what is described as "the business-like format" will expedite the processing procedure.

The seven new forms are designated as follows:

FCC Form 301, Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station.

FCC Form 302, Application for New Broadcast Station License.

FCC Form 303, Application for Renewal of Broadcast Station License.

FCC Form 313, Application for Authorization in the Auxiliary Broadcast Services.

FCC Form 314, Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License.

FCC Form 315, Application for Consent to Transfer of Control of Corporation Holding Radio Broadcast Station Construction Permit or License.

FCC Form 321, Application for Construction Permit to Replace Expired Permit.

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RCA BRINGS OUT THREE NEW TELEVISION RECEIVERS

RCA Victor this week announced three new television receiver models bringing its line to a total of eight models. The addition of these three models now makes the RCA Victor line the most complete one in television history, according to Henry G. Baker, General Sales Manager of the RCA Victor Home Instrument Department.

The three new models, ranging from a table model with a 10-inch picture tube at $325 to a de luxe television FM-AM phonograph combination console at $675, are being introduced in time for franchises television dealers to have sets in stock on the anniversary of "T(Television) Day", November 3rd.

"These receivers fill in gaps in the price and quality range of the first five models in the RCA Victor television line", Mr. Baker explained. "Thus the retailer can match an RCA Victor television receiver to almost any consumer's price bracket."

The new 19-tube Model 721TS at the suggested price of $325, falls between the 621TS (table model with 7-inch picture tube0 generally retailing at $250 and the 630TX (27-tube and three-rectifier, table model with 10-inch picture) at $375. The two new television-FM-AM-shortwave-phonograph combinations, Model 730TV1 and 730TV2, at the suggested retail price of $595 and $675, fall between the 630TCS (television sight and sound console) selling at $450 and the 641TV (television-FM-AM-shortwave-phonograph combination) at $795. Both new consoles have 27 tubes and three rectifiers each.

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VOICE OF AMERICA IN FAR EAST 6000 MILES CLOSER

Under an agreement concluded on September 4 between the United States and the Philippine Republic, the Voice of America is broadcasting to the peoples of the Far East from a recently completed transmitter located in Manila, the Department of State announces.

With the addition of the Manila relay station, the beam to the Far East is, in effect, moved 6000 miles closer to its listeners since the only relay previously used was the Honolulu station. The Voice of America is maintaining a regular broadcasting schedule to the Pacific and the Far East in eight languages which include English, Chinese, Korean, Siamese, Annamese, French and Malay. The countries and areas receiving the broadcasts are Japan, Korea, China, Siam, French Indo-China and the Netherlands East Indies. The new transmitter will broadcast on a six hour daily program schedule.

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SCISSORS AND PASTE

If Petrillo Had Headed the Buggy And Carriage Makers' Union
("Editor and Publisher")

We wonder what James C. Petrillo would have done 40 years ago if he had been head of the "Buggy and Carriage Makers Union, AFL". Would he have foreseen the threat of the horseless carriage and thus forbidden his stalwarts to make any more bodies for the new fangled thing?

Right now, Petrillo and his attitude to the advance of technology looks strangely like King Canute and his attempt to hold back the tide. Just as surely as Canute got wet, Petrillo is going to get caught in the tide.

Petrillo has already slowed down the progress of FM and television. Now he wants to stop them completely. And he wants to stop the use of recorded music in any form. These new gadgets of modern science reduce the demand for "live" musicians, he claims. He wants all music henceforth produced by "live" musicians.

Is it possible that if the "Buggy and Carriage Makers Union" had been a strong union it could have stopped the manufacture and development of the automobile by similar tactics?

Such thinking in a modern world is ridiculous - yet doubly dangerous because its proponents are in deadly earnest.

When a monopoly of the labor supply can interfere with other businesses, make rules and pass judgment on other enterprises, isn't it logical that such a monopoly should be prosecuted under our anti-trust laws just as a similar business monopoly would be?

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Lotteries Seen Spreading Like Wildfire; Radio Company Cited
("Chicago Better Business Bureau Report")

Like epidemic disease, spreading like wildfire, one lottery or near lottery begets another. All beget confusion and all reflect unfavorably on the good name of business.

Two of these lotteries are described in detail in this issue. Another, designed to stimulate sales of a prominent manufacturer's particular make of radio, through secret rewards to dealer salesmen, is now being nationally promoted. In supplementary material to its own sales representatives, it warns them a second angle of the scheme is a lottery and that to send anything about it through the mails is risky. By its own statement, therefore, it sets a pattern in guilty knowledge which American business as a whole would do well not to emulate.

With the American business system under attack by subversive elements, both within and without the country, legitimate business can ill afford to bring disrepute upon itself by its own acts. Good intentions are no excuse.

The legitimate competitor who would abide by the law rather than violate it is faced with the choice of losing business or con-

cocting an illegal lottery of his own. Business, otherwise legitimate, thus sets in motion an epidemic which whets the public's appetite for lottery prizes instead of honest merchandise in exchange for well-earned dollars.

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U.N. World-wide Network Set-up Estimated at $6,000,000
("International Review")

From headquarters and from the twenty projected field offices the U.N. network should provide an up-to-the-minute service for all the press associations and national radio networks of the world. Bulletins of United Nations news, interviews with Delegates, the entire proceedings of important meetings and feature programs on the manifold aspects of human endeavor with which the United Nations and the associated agencies are concerned - all these can be carried by the feeder network in many languages to the peoples whose hopes are set on the new organization. Apart from that, in times of emergency or crisis the network would be able, under the direction of the Secretary-General, to provide for, direct communication with all member governments. Program plans showing in detail the proposed service of broadcasts to member states are in course of preparation and will also be laid before the General Assembly.

Everyone working in the field of communications must hope that the General Assembly will give its approval to what has come to be called The Stoner Plan. If the plan is in fact approved by the Assembly, at least two years will be required for procuring and installing the necessary communications equipment. The total investment required for the facilities provided under the plan is $6,000,000 spread over a period of three years. During the war the Allied government spent on international communications alone over one billion dollars - to say nothing of the untold billions of dollars, pounds, francs, rubles, yet and all other currencies spent.

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Calls "Labor Trust" Biggest Trust Of All
(E. J. Gallaher, Army Ordnance Association Business Letter, Mills Building, Washington, D. C,)

When we consider that the greatest and most overpowering trust in the country today is the labor trust, immune from the antitrust laws which control industry; that this labor trust can combine not alone locally but also on a nationwide basis; can fix its prices and force the Nation to accept them, we have the real underlying reason for the high prices we are suffering from today.

The average percentage of total income paid to labor by the six industries listed is 89 percent, which leaves 11 per cent for everything else including profits (before taxes). It stands to reason that more could be accomplished by squeezing 89 per cent of an orange than by squeezing 11 per cent.

Is the labor trust too powerful for the Government? Or, possibly, are the votes of its members of too much importance?

Here is a job for Congress when it next convenes, and it is hoped it will do the job completely. Labor has no more right to comgine against the American people and fix prices than has industry, and Congress should see to it that both labor and industry are brought under the same antitrust laws.

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TRADE NOTES

A decision of the FCC proposes to grant the application of the Radio Corporation of Cedar Rapids for a new station at Cedar Rapids, Iowa, to operate on 1450 kc., 250 watts, unlimited time, and a denial of the applications of Cedar Rapids Broadcasting Corp., Inc. and Moline Dispatch Publishing Co. seeking the same facilities at Cedar Rapids, Iowa, and Moline, Ill, respectively. (Commissioners Walker, Jett and Jones dissenting.)

A later report of the conflagration at Bar Harbor listed the home of A. Atwater Kent, former radio manufacturer, of Philadelphia, as undamanged.

Ira T. Kitzmiller, for over 14 years associated with RCA, has been appointed Controller of United States Television Mfg. Corp. With the Radio Corporation of America, Mr. Kitzmiller was Assistant Controller in charge of Works Accounting. He was also with Ken-Rad Tube and Lamp Co. as Assistant to the President.

The School Broadcast Conference Tuesday in Chicago voted Clifford J. Durr, Federal Communications Commissioner, as the man of the year for his "outstanding and meritorius service in the field of educational radio." The award was presented to Mr. Durr at the eleventh annual school broadcast meeting. George Jennings, Chicago, conference director, said "for seven years Mr. Durr has been a staunch supporter and friend at court of educational radio."

The FCC Monday announced its Order granting petition of Lycoming County Broadcasting Company to reopen the hearing regarding the applications of the Lycoming County Broadcasting Co. for new station at Williamsport, Pa. and Williamsport Radio Broadcasting Associates for new station at the same city for the purpose of admitting newly discovered evidence concerning unsatisfied judgments against a former partner of the Williamsport Radio Broadcasting Associates. The Commission will hold a further hearing on December 1st to permit the taking of evidence with respect to the matters alleged in the petition.

"Chick" Mileham, Athletic Director at the University of Cincinnati has requested a television set for the use of Cincinnati University coaches, since W8XCT, Crosley Broadcasting Corporation's experimental station, plans to televise the remainder of the UC team's home games.

Says Mileham, "Line coaches, watching the game from field level, are likely to miss many important plays. But, if they can watch a television set, they can see all plays as the camera sees them - from high over the field."

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HEINL NEWS SERVICE

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2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1799

NATIONAL BROADCASTING COMPANY, I
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.

FTC BLASTS PHILCO FOR "LOTTERY SCHEME","PUBLIC DECEPTION"

There was a sensation in the radio manufacturing industry this week when the Federal Trade Commission cracked down on the Philco Corporation of Philadelphia, one of the biggest concerns in the country, for alleged "use of a sales promotion plan involving a lottery scheme, deception of the public and disparagement of competitive methods."

James J. Carmine, Vice-President of Philco called the FTC charges "wild" and "without foundation".

"If the FTC means what it says, it is attacking existing court decisions, selling methods in a wide variety of industries, and standard retail practices. The FTC is trying to take all the incentive out of selling", Mr. Carmine said.

"If they knew the facts the Commission would realize that similar incentives to the Philco program are being offered by a great many companies in the radio, electrical appliance and numerous other fields."

The Federal Trade Commission complaint is directed against the respondents' "Sell 'N Win" campaign, which is allegedly designed to induce sales personnel of independent dealers to push the sale of the Philco line, which includes radio receiving sets, combination radio-phonographs, electric refrigerators, radio tubes and other parts and accessories. To this end, according to the complaint,cash awards and other prizes are being offered to salesmen on the basis of their sales of Philco products.

Prizes of merchandise are awarded by means of "points" accumulated by a salesman for each Philco product he sells, the complaint charges, and, in addition he receives "Lucky Number" coupons, entitling him to a "chance" in drawings for new automobiles and substantial cash awards.

The plan is alleged to be violative of the Federal Trade Commission Act in the following respects:

The offer of cash awards and valuable prizes to the salesmen of retail merchants and jobbers is an inducement to push the sale of Philco products "in preference to, and to the exclusion of", competitive products, "with the effect of stifling and suppressing competition" in the manufacture and sale of radios and related products in interstate commerce.

Concealment from the public of Philco's "subsidization" of the retail salesman results in "general deception" of purchasers who assume that salesmen will give "impartial advice as between different brands of radios."

The award of prizes by means of a drawing constitutes a game of chance, lottery of gift enterprise, which is "contrary to public policy."

The plan has the effect of causing salesmen to represent that Philco products are the "best buys" on the market and to be "reluctant" to show customers other brands, to the disparagement and detriment of such competitive products, the complaint alleges. The result, it adds, is that the public, ignorant of the "pecuniary influence" exerted on the salesmen by the respondents, is "misled" into buying Philco products to the exclusion of others.

The action of the Federal Trade Commission in citing Philco was approved by a leading radio manufacturer who said:

"I think the move by the government will clean up the entire industry and result in products being sold on their merits.

"There are two different phases of this. One, it was purely a lottery, which Philco agreed to and did withdraw. That was the giving away of automobiles and cash prizes by a drawing from numbers mixed up in a barrel.

"The other is the giving of prizes that are earned by the number of Philcos sold.

"I am enclosing the double spread sheet that tells of the lottery and the other prizes. I'm also sending a photostat of a letter that was put out by one of their distributors in which the distributor admitted it was a lottery and said not to use the mails.

"The whole story is this, that after four years of meetings, the Radio Manufacturers' Association recommended certain fair trades practice rules which were adopted by the Federal Trade Commission in 1939 which Philco is now violating. We're going to have chaos in this industry if this is not stopped, as other manufacturers will have to give similar prizes in self protection and then we'll be back where we were in 1939, selling prizes and giving away radios."

The National Better Business Bureau put out a press release last week in New York before the FTC complaint was issued, which read in part:

"The Philco Corporation has rejected a recommendation of the National Better Business Bureau to abandon a promotional plan which the Bureau considers unfair to competitors and misleading to the public.

"Originally the program also provided that for every sale of a Philco, the salesman was to receive coupons for a "Lucky Number" drawing for monthly cash awards and grand prizes, including five automobiles and additional cash awards. This feature of the plan was recently discontinued by the Philco Corporation after complaints to it alleging that the elements of a lottery were involved.

"Just how many sales clerks have been pushing Philcos for the hidden inducements offered is unknown, but the National Better Business Bureau condemns the practice as misleading to customers and unfair to competitors.

"When customers enter a store selling more than one make of radio, they have a right to expect that such merchandise is in free competition, and that the sales clerks are not influenced by special inducements to divert customers from a free choice to one particular make.

"The Federal Trade Commission has condemned this type of promotion in a Trade Practice Rule for the Radio Receiving Set Manufacturing Industry which declares, among other things, that it is unfair trade practice for any radio manufacturer to give sales clerks handling two or more competitive brands of radios, "push money", or "spiffs" or any other bonus, gratuity or payment as an inducement to push the sales of his produce over competing products, with the effect of causing the consuming public, when buying, to be deceived into the erroneous belief that such salespersons are free from any such special influences."

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WOULD-BE BROADCASTERS SHOULD READ NEW FCC ECONOMIC REPORT

It would take a couple of Philadelphia lawyers to figure out many portions of the 100 mimeographed paged "Economic Study of Standard Broadcasting" issued last Tuesday by the Federal Communications Commission. Nevertheless, it is one of the most comprehensive documents ever turned out by the Commission and doubtless will be studied and referred to by the industry for many a long day to come. The volume should be particularly valuable to prospective broadcasters.

The report's introduction reads:

"The high level of earnings and the interruption during the war of normal expansion necessitated by the critical materials conservation program have since V-J Day brought about an extraordinary fermentation in the broadcasting industry. While, on October 8, 1945, after a history of 24 years, there were 909 commercial standard broadcast stations authorized in the United States, by February 7, 1947; 16 months later, approximately 600 new stations were either on the air or under construction and more than 700 applications were still pending for new stations. By the end of 1948 there will undoubtedly be more than 2,000 AM stations in operation.

"The Commission itself has encouraged this phenomenal growth by following in its licensing policy the principle of free competition laid down by Congress in the Communications Act. Under it the Commission, in licensing a new station, has not considered the economic effect upon existing stations or upon the new station itself in a given community or area. Doubtless such a policy in some instances has been financially painful to both the existing and the

new stations, but, on the whole, the Commission believes the good resulting from this Congressional policy has far outweighed the bad."

Typical of the manner in which questions are raised and answered in the report is the following:

"Q. How many of the new stations are profitable and what factors principally affect profitability?"

"A. Half of the 250 new stations were profitable according to the criterion established for the study. The presence or absence of competing stations in the community, and the size of the community are important factors affecting the profitability of the new stations.

"Of the 250 new postwar stations on the air, 118, or almost half were in new radio communities of less than 50,000 population. New radio communities are communities receiving their first station after October 8, 1945. Two out of three of these stations were profitable. On the other hand, almost two out of three of the new stations entering old radio communities were unprofitable. Fifty-six new stations were in communities of less than 50,000 population which already had one or more stations. Of this group 22 or somewhat better than one out of three were profitable. Lastly, 76 new stations were in old radio communities of 50,000 population or over. Of this group, 22 or somewhat better than one out of three were profitable. Lastly, 76 new stations were in old radio communities of 50,000 population or over. Of this group, 26 or barely one out of three were profitable."

Roughly speaking the new FCC Economic Study covers the following topics:

Part I. Postwar Increase in AM Stations - Section 1. Benchmark characteristics of station distribution in relation to population on V-J Day; Section 2. Financial experience underlying the expansion; Broadcast revenues and expenses by class of station; Analysis of losing stations; Financial experience of local, unlimited stations in communities of less than 50,000; Section 3. Nature of the increase in AM stations since V-J Day; Relation of stations to population; Section 4. Indications of possible "over-expansion"; Section 5. Financial experience of new postwar stations; How much does it cost to get a station on the air? How many of the new stations are profitable and what factors principally affect profitability? How long does it take for a new station to become profitable? How profitable have new stations been? What are the revenue requirements of the new stations?

Part II. Growth of the Revenue Pie. Section 1. The size of the total advertising revenue pie; Will total advertising expenditures in the future be larger or smaller than in the past? Section 2. Competitive and business activity factors affection the volume of broadcast revenues; How has the total newspaper, broadcast, mag-

azine revenue pie been divided? What factors will affect total broadcast revenues from the supply side of the market for radio time?

Part III. The Competitive Economic Outlook for Broadcasting. Section 1. Effect of postwar expansion on competitive relationships; In unexpanded radio communities; In new single-station radio communities; In new multi-station radio communities; Expended radio communities; Section 2. General competitive factors affecting the economic outlook for broadcasting; General factors favorable and unfavorable to the expanded broadcast industry.

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McINTOSH SUCCEEDS MILES AS HEAD OF NEW FREQUENCY DIVISION

A. L. McIntosh will succeed Paul D. Miles as Chief of the Federal Communications Commission's Engineering Department Frequency Service-Allocation Division and as the Commission's representative on the Interdepartment Radio Advisory Committee, effective on or about December 15, 1947.

The Commission also changed the title of the Frequency Service-Allocation Division to the Frequency Allocation and Treaty Division, since all treaty functions were transferred to the Division.

Mr. Miles has been designated as the member from the United States on the new International Frequency Registration Board at Geneva, Switzerland. This board was created by action of the International Telecommunication Conferences at Atlantic City this past Summer, and Mr. Miles was unanimously elected as the first Chairman of the Board. While Chairman of the International Frequency Registration Board, he will serve ex officio as the Chairman of the Provisional Frequency Board, the body created by a resolution of the International Conferences to prepare the new International Frequency list.

Mr. McIntosh, who is now Assistant Chief of the Frequency Service-Allocation Division, served with Mr. Miles as a member of the United States delegation to the recent Radio Administrative Conference at Atlantic City.

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The Exchange Club of Arlington, Va. has presented a television set to patients of Eric Bowditch Hospital School, at Ruxton, Md., near Baltimore. The hospital school, project of the Maryland and District of Columbia Association to Control Epilepsy, is said to be the first and only such school in the country for epileptic care.

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LONG HAIRS SCORE KNOCKOUT WHEN WQQW TRIES PROGRAM SWITCH

WQQW in Washington, D. C., which was started by a group of radio reformers and idealists but soon found itself in the red, never received a greater surprise in its stormy history than last week when its new General Manager, M. Robert Rogers, without warning, tried the experiment of substituting a popular music program for a classical offering which had been a regular feature during the morning hours of from 7 to 9 A.M. but which had never been able to attract any commercials.

No radio station's switchboard ever lighted up like a Christmas tree more suddenly than WQQW's did that morning. The lone announcer, submerged with telephone calls, handled as many as he could while the records were being played but hit upon the happy idea of putting telephone calls, received between records, on the air - that is his responses were heard and the radio audience got a pretty good idea what the irate complainants were saying, some of it evidently unfit for broadcasting or the delicate ears of the FCC. The abrupt switch from Bach, Beethoven and Liszt by the New York Philharmonic, Philadelphia and London Symphonies to the "St. Louis Blues" played by Richard Flanigan's orchestra, seemed to be a little more than they could bear.

It apparently didn't appease listeners to learn that symphonies would be heard later in the day because, as they explained, the early morning hours were the only ones they could listen to. "No, the station hasn't changed hands", the distracted announcer was heard to say over the telephone, "it has just changed music".

The next morning letters began pouring in. In these there appeared to be a predominant note and that was if WQQW cut off its classical music in the morning the listener would turn off his radio and not listen to anything. Another listener explained that he was turning off his set because all 19 stations in the Washington Metropolitan area (13 standard and 6 FM) during the 7 to 9 A.M. period played exactly the same type of "popular music". This he pointed out included WINX, the Washington Post station modelled along the lines of WXQR, New York Times outlet and for the most part devoted to classical music. In the morning WINX goes along with the rest of the jazz boys.

After a stormy week in which WQQW first experimented with playing so called "good music" one morning and popular the next, the station capitulated and returned to the original standard program. In the meantime, there was a constant appeal to the listeners to advise the station which kind they preferred.

Finally, last Saturday, Mr. Rogers, Manager, took the air to announce the results of the vote. He said he was just out of the Army, had only been on the job a few weeks and confessed he was even new to radio. Mr. Rogers said he was a professional musician and

had received an M.A. degree at Harvard and the present classical program was his personal preference but that he naturally wanted to give the listeners their choice. Mr. Rogers apparently expecting the opposite, said he was amazed by the response; that in the fore part of the week, 3,300 letters and telegrams had come in which he believed by the end of the week would increase to 5,000. This, he thought, indicated that the morning classical program had an audience of between 20,000 to 30,000 listeners. Equally surprising to him was the fact that those writing in were practically unanimous for the classical programs. It was learned from another source that the letters asking for popular music programs were so few that the station didn't even count them.

Because advertisers seemed so skeptical of the drawing power of classical programs, Mr. Rogers said that he had written to a cross section of 300 of those who asked that the programs not be withdrawn asking if they would be willing to pay $1 a month to hear the morning programs and that the response had been most satisfactory. However, in view of the amazing interest shown, Rogers said he would renew his efforts to secure commercials for those hours but if wrong again, he might try out the $1 a month idea.

Until then WQQW will continue with Beethoven, Bach, Handel, Wagner, and their highly respected but never very affluent colleagues.

Sonia Stein, Radio Editor of the Washington Post, wrote:

"What did surprise the station - and also gave it something concrete to tell prospective sponsors - was the avalanche of mail that descended. The office is a mess of paper and WQQW doesn't care.

"It has known all along in its heart that it had plenty of listeners for its classical shows and now it can prove it. * * *

"Pierson Underwood, music and program director, has a smile a mile wide as he opens the mail that comes pouring in, because his point of view is being so handsomely vindicated. * * *

"Said the listeners:

"'If we wanted to hear juke-box noise, there are plenty of other stations in Washington to furnish it.' * * * *

"'A Navy officer sent a telegram: "Please by all means play classical music 7 to 8 A.M, or send rebate for car radio purchased for sole purpose of listening to that classical program."* * *

"Admiral Chester Nimitz' aide called to cast the Admiral's vote for the classics. (The Admiral's daughter, Nancy, has lent many records to "The Collector's Corner" program).

"Letters came from employees of the State Department, the Corcoran Gallery of Art and the British Foreign Office.

"One listener offered to lend his 4000 classical records, many of them collector's items."

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N.Y. DAILY NEWS FINALLY LOSES FM; NEWSPAPER OWNERSHIP BLOW

A surprising move Tuesday was the Federal Communications Commission reversing itself and again manifesting anti-newspaper ownership policy by denying the New York Daily News' application for one of the much sought frequency modulation channels in New York City. The FCC had tentatively approved the News application six months ago despite protests from the American Jewish Congress charging the paper with racial bias.

The Commission said in its reversal it found "no basis for modifying the views expressed in its memorandum opinion of April 9, 1947", granting the motion of The News "to strike from the record herein all evidence adduced by the Jewish Congress relating to the contents and policies" of The News.

Commissioner Clifford J. Durr, however, dissented to this. He believed, as he did originally, that the evidence presented by the AJC "was entitled to weight and should have been considered adversely to News Syndicate Company, Inc., in a competitive hearing of this kind."

The FM channel which had been tentatively allocated to the News was given instead to the Radio Corporation of the Board of Missions and Church Extension of the Methodist Church.

The Commission order stated in deciding whether the fifth channel should go to the News or to WLIB owned by the New York Post:

"We have repeatedly recognized", it stated, "that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"Accordingly, while the two applicants here involved (The News and WLIB) have both the financial resources and the staff necessary to execute their respective proposals and each has a well-balanced program service, a majority of the Commission believes that the remaining applicants ought to be preferred because they do not have such newspaper connections."

Commissioner E. K. Jett dissented on that point. He thought that The News Syndicate "made a superior showing and that a grant of its application would promote competition between newspaper-owned Class B FM stations in New York City, since at this time The New York Times is the only New York newspaper authorized to operate such a station."

Commissioner Rosel H. Hyde felt that the reason given for denying the News and WLIB application "is not applicable".

The other four FM grants in New York City were WMCA, Inc.; the Unity Broadcasting Corporation of New York; the American Broadcasting Company, Inc., New York, and the North Jersey Broadcasting Company, Inc., Paterson, N. J.

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HARTLEY WOULD AMEND TAFT-HARTLEY LAW TO INCLUDE PETRILLO

Further indications that Representative Fred A. Hartley,Jr. (R), of New Jersey, intends to try to do something about James C. Petrillo, AFM boss was in a Chicago speech in which Mr. Hartley said he would put Petrillo's threat to halt recording up to Congress. In Representative Hartley's opinion one way to keep Petrillo from disrupting the production and distribution of phonograph recordings would be to make labor unions liable under the Clayton and Sherman Anti-Trust Laws for acting in restraint of trade, the same as business firms now are liable.

"If Petrillo persists in his announced intention of halting the making of recordings, I am going to propose the reintroduction of Title No. 3 of the original Taft-Hartley bill as passed by the House", Representative Hartley asserted. "This part of the bill made anti-trust laws applicable to labor monopolies as well as to business monopolies."

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SYLVANIA EARNS $1.60 PER SHARE AGAINST 65 CENTS LAST YEAR

Sylvania Electric Products reports for the nine months ended September 30, 1947, consolidated net income of $1,907,375, equal to $1.60 per share on the 1,006,550 shares of common stock outstanding after deducting dividends on the $4 cumulative preferred stock. This compares with $954,566 or 65 cents per share on 1,005,000 common shares in the first nine months of 1946.

Net sales for the nine months ended September 30, 1947, were $69,394,419, an increase of 54 per cent over the sales of $44,962,081 for the corresponding 1946 period. The report states that it is estimated that 1947 sales will approximate $100,000,000. The 1946 volume was approximately $69,000,000.

For the three months ended September 30, 1947, net sales were $21,638,054 against $16,774,353 for the third quarter of 1946, an increase of 29 per cent. Net income for the September quarter was $368,398, equal to 27 cents per share compared with $693,098, or 29 cents per share in the third quarter of 1946.

The report states that third quarter results this year were affected by lower sales volume, the annual shutdown for vacations, and certain other factors of a non-recurring nature that affected profits in this period.

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FCC DELAY MAY BE BAD BREAK FOR COY; WALKER AT WHITE HOUSE

If, as generally supposed, President Truman's officially designating Commissioner Paul A. Walker to be Acting Chairman of the Federal Communications Commission, means that a permanent Chairman will not be appointed until the next regular session of Congress in January, it may prove a bad break for Wayne Coy, of WINX, Washington, if, as reported, Mr. Coy has been offered the chairmanship to succeed Charles R. Denny.

Ever since the name of Coy, a Roosevelt New Dealer, has been mentioned, there have been increasing signs of a fight on his confirmation by the Republicans. This culminated in an attack on Coy last week by Carroll Reece, Chairman of the Republic National Committee.

It is understood that President Truman has decided not to send any names to the Senate for confirmation during the special session to avoid unnecessary political scrimmages. If this is true and President Truman intends to appoint Mr. Coy, it will give the Republicans much more time to organize an effort to block the appointment.

Mr. Coy was quoted as saying he would accept the appointment if he could be assured there would be no fight over him in the Senate.

Commissioner Walker called at the White House Tuesday but it is believed this was simply to pay his respects to Mr. Truman following the President's designating Mr. Walker Acting Chairman.

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163,530 TELEVISED IN CHICAGO WITHOUT HARDLY KNOWING IT

Although WGNA, WGN's television station, is not yet on the air, 163,530 persons have viewed a WGNA demonstration and seen thousands at the Chicago Tribune's prize homes exhibit in the past two weeks.

The engineering staff set up their camera in the garage of one of the homes, and as visitors moved into the garage, they passed in front of a television camera - many of them without realizing they were doing so. Suddenly they saw themselves on the face of a television receiver in front of them.

WGNA expects to be on the air with a test pattern before the first of the year if necessary equipment now on order is delivered.

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"FOUR NETWORKS ESSENTIAL TO BMB SUCCESS", STANTON, CBS

"Support by each of the four networks ie essential to the continuing success of the Broadcast Measurement Bureau", Frank Stanton, President of the Columbia Broadcasting System, said Tuesday in a letter to Hugh Feltis, President of BMB.

"If one of the four major networks refuses to support BMB, and instead promotes a competing plan for coverage measurement, the whole cause of uniform radio measurement is in serious trouble", Mr. Stanton said. "Because we feel that substantial division within the industry would be fatal, CBS has executed its BMB subscription contracts on the condition that each of the three other major networks shall also sign BMB network subscription contracts. We hope that no effort will be spared to arrive at a formula which will make possible a system of measurement which can be solidly backed by the radio industry."

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RCA TOTAL GROSS FOR 3RD QUARTER JUMPS $61,378,414

Total RCA gross income for the wrd quarter of 1947 and the first nine months of the year from all sources amounted to $224,982,-605 in the first nine months of 1947, compared with $163,604,191 in the same period in 1946, an increase of $61,378,414.

Net income, after all charges and texes, was $12,233,758 for the first nine months of 1947, compared with $8,226,329 in 1946, an increase of $4,007,429.

After payment of Preferred dividends, net earnings applicable to the Common stock for the first nine months of 1947 were 71.1 cents per share, compared with 42.2 cents per share in the first nine months of 1946.

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WFMR, NEW BEDFORD, TURNED OVER TO BROADCASTERS OF TOMORROW

New Bedford's frequency modulation station WFMR observed FM Day last week by turning over most of its programming to a group of High School students who are members of Junior Achievement companies.

"Frequency Modulation has been acclaimed as the radio of tomorrow", said Acting Manager Tom Wertenbaker, "so we are turning WFMR over to these broadcasters of tomorrow."

Two Junior Achievement groups, Talent Unlimited and the JA Broadcasting Company participated in the occasion. Students edited and read the news, broadcast a sports commentary, ran a disc jockey show, and made station breaks.

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DR. SHACKELFORD, OF RCA, NEW RADIO ENGINEERS' PRESIDENT

Dr. Benjamin E. Shackelford was elected last week President of the Institute of Radio Engineers for the year 1948, and Dr. Reginald L. Smith-Rose of England Vice-President.

Dr. Shackelford is Manager of the License Department of RCA International Division, New York. Dr. Smith-Rose is Superintendent of the Radio Division, National Physical Laboratory, Teddington, Middlessex, England.

For Director-at-large, for the 1948-1950 term, the following members were elected: James E. Shepherd, Research Engineer of the Sperry Gyroscope Company, Inc., Great Neck, Long Island, N.Y.; Dr. Julius A. Stratton, Professor of Physics and Director of the Pesearch Laboratory of Electronics, Massachusetts Institute of Technology, Cambridge, Mass.

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COMMUNIST RADIO TALK CUT-IN BLAMED ON BREAK IN RECORD PLAYING

Startled radio listeners tuned in to Station WMAL in Washington last week, suddenly heard the words "Communist propaganda" cut in on a radio talk by former trust-buster Thurman Arnold.

Program Director Gordon Hubbel told callers it wasn't the work of subversive forces, but a break in playing back a recording of a transcribed half-hour program, sponsored by the Committee for the First Amendment.

In the broadcast, Arnold and others in Hollywood, New York and Washington criticized tactics of the House Committee on Un-American Activities in its Hollywood investigation. As the records were being changed, said Mr. Hubbel, only the last two words of this phrase spoken by Mr. Arnold were picked up, "without shadoe of proof that motion pictures have been made the vehicles of Communist propaganda."

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PHILIPS DOMINATES BELGIAN TUBE MARKET; O.K. FOR U.S.

Production of radio receiving tubes in Belgium is much greater than before the war but is still far below the needs of the market, the U. S. Commerce Department is advised. A good market exists for United States products, but imports have been limited by slow deliveries. Large quantities are imported from the Netherlands.

Production of radio receiving tubes in Belgium is controlled by the Societe Anonyme Belge Philips. Between 600,000 and 700,000 were manufactured in 1946, according to trade estimates. Consumption is estimated at from 2,000,000 to 2,500 tubes per year. Imports during 1946 were estimated at 2,500,000 tubes, of which about 1,100,000 came from the Netherlands and 400,000 from the United States.

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SCISSORS AND PASTE

Claims Truman European Speech Didn't Rate Free Broadcast
("Chicago Tribune")

Mr. Truman had no sooner informed the leaders of Congress that he intended calling a special session than he commandeered all the broadcasting facilities of the country for an address to the citizens. Mr. Truman made it clear that his party was not to be billed for his time on the air. He pretended that this was not to be a partisan speech.

In fact, it was that and nothing else, Mr. Truman is seeking to dominate the Republican Congress and by doing so to fasten unbearable expense and a totalitarian regime on this country. Mr. Truman is determined, among other things, to have no surplus in the Treasury to condemn his vetoes of the tax reductions voted by Congress.

The President's action presents to the Republicans in Congress a great opportunity to serve the nation. Their task will not be an easy one. They must resist not only the attempt of the White House to domineer, and not only the stream of propaganda which will mount into a torrent by the time Congress convenes, but also the influence of such nominal Republicans as Rep. Eaton and Sen. Vandenberg.

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Petrillo Has His Eye On The Taft-Hartley Law
("Variety"

Here, in effect, was Petrillo's reasoning when he squared off for his conversation piece with the handful of radioites. It's simply a case, he argued, where he's got to maneuver a deal with the networks to retain the status quo, rather than add additional musicians. He's convinced that when station contracts expire, the managers are going to chop off a lot of heads. That under the guise of the Taft-Hartley law, the network affiliates in particular are going to content themselves with the coast-to-coast musical pickups and discard local musicians.

Petrillo said that already it's meant a loss of $150,000 in musicians' wages since the enactment of the law, with 76 musicians getting the axe, and he's of the opinion by the time the four-network contract expires Jan. 31, it's probable that an additional $2,000,000 revenue will be lopped off through the release of several hundred additional musicians.

Thus Petrillo cited as foremost the need to put pressure on the networks to convince their affiliates to retain their present staffs of musicians. If he wins out on that point, he said, the rest should be easy. But he figures he's going to have trouble on that point.

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Few Found Listening To "Voice Of America"; Only A Whisper
(John S. Knight in "Chicago Daily News")

We have consistently criticized the "Voice of America short-wave radio program as a naive adventure in futility.

Still, we have seen much merit in foreign libraries of information and the general informational work that could be performed by capable State Department representatives abroad.

Representative Mundt of South Dakota now reports that the Congressmen who have been visiting Europe found great numbers of people crowding into U.S. libraries of information, but relatively few listening to or being impressed by the "Voice of America" radio program.

Europeans have been exposed to German, British and Russian radio propaganda for so many years that they could hardly regard our programs in any other light.

But they are hungry for facts and that is what we should give them through properly equipped centers of information manned by qualified American representatives.

In Europe, the "Voice of America" is only a whisper.

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Again The Old Threat Of Press And Radio Censorship
(John S. Knight in "Chicago Daily News")

One of the most alarming and significant stories of the week was the disclosure by the Minneapolis Star and Tribune that the Truman administration is planning to throw a censorship blanket over the activities of the Federal Government.

This unprecedented departure from our traditional peacetime "no censorship" policy would effectively muzzle the press by suppressing at the source information to which the American people are rightly entitled.

Hamilton Robinson, Chairman of the Security Advisory Board of the State War and Navy co-ordinating committee, has admitted to the Star and Tribune that a "secrecy code" has actually been drafted and sent to the White House.

If such a directive is ussed by President Truman, all federal agencies will be gagged under a rule forbidding the disclosure of so-called "confidential" information.

Confidential information is described in the proposed censorship directive as "information the unauthorized disclosure of which, although NOT endangering the national security, would be PREJUDICIAL to the interests or prestige of ANY nation, ANY governmental activity, or an individual; or would cause administrative EMBARRASSMENT or DIFFICULTY."

Peacetime censorship of governmental affairs is a studied insult to the intelligence and patriotism of the American press and radio, whose wartime record of suppressing ONLY vital security information and refusing to censor ANYTHING else safeguarded our freedom of speech without endangering American lives.

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TRADE NOTES

There is a fine portrait by Styka of the late Lt. Gen. James G. Harbord, former Chairman of the Radio Corporation of America in the October issue of Radio Age.

Also numerous special articles including "Electronic Tube-Painting"; "New Tube Detects Leaks in Vacuums", "Pasteurizing Milk by Radio" and "Television Progress", an address to NBC affiliates at Atlantic City by David Sarnoff.

A less than 25 pound wire recorder, which completely eliminates complicated handling of wire by utilizing a "plug-in" cartridge is now being marketed by RCA. Operating on 110-volt AC untouched, it records up to 30 minutes and returns to exact starting point on the wire for immediate play-back.

J. Harold Ryan of Toledo, Vice-President of Fort Industry and former President of the National Association of Broadcasters, has a double in Washington - Nelson T. Johnson, former U. S. Ambassador to China and later to Australia. How they would look side by side is a matter of conjecture but the other day a friend of Mr. Ryan mistook Mr. Johnson for the former completely.

More than three-fourths of all radar equipments installed on U.S. vessels since V-J Day have been manufactured by Raytheon Manufacturing Co., of Waltham, Mass., says a press release from that company which continues. "This is revealed in data abstracted from the official license files of the Federal Communications Commission. As of October 4, 1947, a total of 288 radar licenses were granted by the FCC. Raytheon made 219, or 76% of all equipments, as against 69, or 24%, made by other manufacturers."

Nearly 450,000 people went through the turnstiles at Britain's first postwar radio show at Olympia in London breaking all records. Also a new record was hung up for business transacted.

Fred Allen is switching from sponsorship by Standard Brands, Inc., to the Ford dealer associations. The Allen program will continue as usual in its present period, 8:30 to 9:00 P.M. Sunday nights, EST, over the full NBC network.

A Christmas gift package of replacement batteries for owners of "personal" or midget-type radios and attractively packaged in holiday colors, will be offered as a dealer extra profit item by the RCA Tube Department.

A "matched-power" package, RCA's gift kit contains six of its widely heralded "Sealed-in-Steel" radio "A" batteries, and one "B" battery - enough "A's" to last the life of the "B".

List price of the new RCA gift bettery kit, which is being sold exclusively through RCA servicemen end dealers, is $3.19.

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November 12, 1947

"N.Y. NEWS" SURE TO MAKE IT HOT FOR FCC FOR ANTI-PRESS BIAS

Although F. M. Flynn, President of the New York News was non-committal about whether or not he would appeal, the "now you have it, now you don't" broadcasting station decision of the Federal Communications Commission withdrawing the FM license which had been allocated to the News and giving it to the Methodist Church, it is safe to say this will bring about one of the biggest fights that has ever been made on the Commission. It is predicted that not only will the News be hotly backed by its associates - the Chicago Tribune and the Washington Times-Herald but by other publishers because of the denial of the FM station to the News was largely because it is a newspaper.

There will be the usual court appeal but behind this the heat will be turned on the Commission in such a manner as it has never experienced before. This may prove a break for ex-New Dealer Wayne Coy, former newspaperman and present operator of Station WINX of the Washington Post, who is supposed to have been offered the Federal Communications Commission chairmanship by President Truman but who is said to fear not being able to be confirmed. Newspaper pressure may now be able to put him over.

It may have the opposite effect on Commissioner E. J. Durr, whose term expires in 1949. Not any too sure of being reappointed - and already said to be looking around for another job - newspapers such as the New York News with one of the largest circulations in the world (daily 2,354,444, Sunday 4,599,524), the Chicago Tribune, one of the largest in the United States (1,076,045 daily) and the Washington Times-Herald (262,216 daily), one of the largest in the Capital, it is believed could easily block Durr's reappointment though none of these papers are popular with the Administration.

The term of Commissioner Walker, who voted against the News, doesn't expire until 1953 and former Chairman Denny, who also voted against the News, is beyond political retaliation having resigned from the Commission and is now about to assume his new duties as counsel for the National Broadcasting Company. However, he may have some explaining to do to NBC's newspaper affiliates.

Commissioners Jett, reported to be leaving the Commission, and Rosel Hyde, who voted for the News have nothing to worry about. Neither has the new Commissioner Robert F. Jones, who side-stepped the newspaper issue entirely.

It is even possible denying the News an FM license upon the grounds that it is a newspaper may bring up the entire matter of censorship and maybe tie it in with the report that the Truman administration is planning to throw a censorship blanket over the activities of the Federal Government. It is said such a code has actually been drafted and sent to the White House. In this way any news would be suppressed which would cause the Administration "embarrassment or difficulty".

The Communications Commissioners in reaching a decision in the New York News case admitted having trouble in determining whether a grant to the News or one to WLIB, Inc., a New York Post affiliate, would better serve public interest - and concluded by rejecting both. Their decision turned upon "the newspaper issue" - the question long before FCC as to whether joint ownership of press and radio is in the public interest.

The majority opinion read:

"We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal, the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"Accordingly, while the two applicants here involved have both the financial resources and the staff necessary to execute their respective proposals and each has proposed a well-balanced program service, a majority of the Commission believes that the remaining applicants herein ought to be preferred because they do not have such newspaper connections."

Commissioner Hyde was of the opinion that the reason given for denying the application of News Syndicate Company or that of WLIB, Inc. was not applicable. He took the view that these applicants made superior showings and that the argument that competition in the dissemination of news and information in the New York market would be promoted by preferring other applicants is unrealistic.

Commissioner Jett was likewise of the opinion that the News Syndicate Company made a superior showing and that a grant of its application would promote competition between newspaper owned Class B FM stations in New York City since at this time the New York Times is the only New York newspaper authorized to operate such a station.

Mr. Flynn, President of the News, said he was "keenly disappointed" by the FCC's final ruling. The News, he said, had gone ahead since last April with plans for FM station operation, which had been authorized by the Commission, and had included facilities for it in the layout of the new News' FM and television radio center.

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A census recently completed in Chicago as to ownership of television receivers indicated, according to the Television Broadcasters' Association, that there were 7,273 sets in operation at the time of the census. Of these, 56 per cent were in homes, 29 per sent in restaurants and taverns and 15 per cent in stores and demonstration halls.

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PHILCO WITHDRAWING LOTTERY DOUBLES SELL 'N WIN PRIZES

Withdrawing the lottery features of its "Sell 'n Win" campaign, drawings for cash and automobiles, under pressure from the Federal Trade Commission, the Philco Corporation in a gigantic effort to increase radio sales is evidently endeavoring to make up for this by doubling the "Sell 'n Win" prizes.

A few days after the Trade Commission cited Philco for alleged "use of a sales promotion plan involving a lottery scheme, deception of the public and disparagement of competitive methods", that corporation sent the following letter to its distributors:

"To All Entrants In The Philco Sell 'N Win Contest:

Important Change In The Rules Of the Contest....

"Because of conditions beyond our control, we are obliged to withdraw the 'Lucky Number' drawings from the SELL 'N WIN Contest. But.... The Points for the great merchandise prizes in the big SELL 'N' WIN PRIZE Catalog still earn prizes for you with this big PLUS.....

ALL POINTS FOR MERCHANDISE PRIZES ARE DOUBLED!....
RETROACTIVE TO OCTOBER FIRST!

"....that's right! Point values are DOUBLED....even the points you've already won back as far as October 1st, when the campaign started, are DOUBLED. So, if you've won 1200 points up until now, they'll count DOUBLE or 2400! And all point values shown on your point schedule are now doubled.

"That means you can win twice as much....twice as many prizes of your own selection, or bigger prizes....with this big increase in point values!

"So let's go....we're all in a bigger, better SELL 'N WIN Campaign now....you can 'really go to town' with PHILCO."

Following complaints filed with State's Attorney William J. Tuohy and the Chicago Better Business Bureau, just before the Government acted, Assistant State's Attorney O. P. Lightfoot, at a hearing held in his office in Chicago, warned the Philco Corporation it must abandon the lottery features of its "Sell 'n Win" campaign or face prosecution under the criminal statutes of the State of Illinois. Such laws, as well as the State's constitution, prohibit lotteries, the statute itself providing criminal penalties for violation.

The Federal Trade Commission complaint sums up the "Sell 'n Win" promotional effort as follows:

"Philco 'Sell 'N Win' campaign results, and has resulted, in general deception of the consuming or purchasing public in that there is and has been concealed from the consumer who looks upon the

salesman as one who will give impartial advice as between different brands of radios being sold by said salesman, the information that said salesman is being and has been subsidized, and is receiving special payment and is being and has been, subjected to pecuniary influence in connection with his sales methods and activities. Whereas the salesman in a radio store is expected to have special training training in respect to the highly complex electronic instruments sold by him and the public looks to the salesman for impartial advice as between different brands that are being sold, the entire sales plan of respondents, carefully concealed from the consumer or purchaser, is destructive of such conduct on the part of the salesman. Said campaign of respondents on the contrary is designed to control the services and efforts of retail salesmen so as to cause them to unfairly influence the public into buying a Philco rather than making a free choice of the various makes handled by the dealer. Said plan has the effect of causing other manufacturers in the radio industry to suffer from the results of said campaign and the public to be misled into purchasing Philco radios to the exclusion of others, without knowledge that the salesman pushing Philco sets is being paid by Philco to do so.

"The effect of said plan upon the conduct of salesmen who have been subjected to it, is to cause them to be reluctant to show customers other brands of radios and radio products and has resulted in their representing to members of the purchasing public that Philco is the best buy of all the different makes, has the best tone and quality, that no other radio is in the same class as Philco, that Philco is the best in the field, and that more Philcos are being sold than all others combined, to the disparagement and detriment of other competing makes and lines of radios and radio products."

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HOW TO TELL A CBS VICE PRESIDENT

Earl H. Gammons, CBS Vice President in Charge of Operations in Washington, stood with Marie McGrain, switchboard operator, Ross Martin, m.c. and announcer, and WTOP Singer Jerry Carter in front of 40 D.C. high school editors at a "CBS School of the Air COKEtail Party" in the WTOP studio.

"Before they are introduced, guess which one is a vice-president", the high school journalists were told.

Every hand pointed to the Vice President.

A young girl explained it later. "We knew right away. He was the only one without any hair."

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RCA DOUBTS FCC'S RIGHT TO GRANT MACKAY PARALLEL CIRCUITS

RCA Communications, Incorporated, by its attorneys, Glen McDaniel, Robert L. Werner, and Howard R. Hawkins, has filed with the Federal Communications Commission a petition for re-consideration of the Commission's order of October 13, 1947, granting the Mackay Radio and Telegraph Company special temporary authorization to parallel four circuits heretofore operated exclusively by RCA, namely to Holland, Finland, Portugal and Surinam.

RCA points out, by reference to a number of court decisions, that the Commission cannot legally grant to RCA's competitor permission to parallel RCA's circuits by the expedient of calling this a special temporary authorization instead of a modification of a license, which RCA says it really is. RCA quotes Section 309A of the Communications Act which "rigidly limits the Commission's jurisdiction to act upon applications for licenses, or for modifications of licenses, to cases in which the Commission determines, in accordance with a finding, that public interest would be served by the grant of the application." In the Commission's order of October 13 which announces the grant of these special temporary authorizations, there was no "finding" that this would serve public interest, convenience or necessity.

Furthermore, RCA goes on to show, again by reference to numerous court decisions, that it would have been impossible for the Commission to find that this action would serve the public interest, convenience or necessity. RCA refers to the case of the Oslo circuit decided by the Commission in 1936 as being exactly parallel to these cases. In that case, the Commission ruled against Mackay's establishing a circuit to parallel RCA's circuit, and the decision of the Commission was sustained in the Court of Appeals, Similarly in the case of Mackay's application for a circuit to Rome decided by the Commission in 1940, the Commission again decided against permitting Mackay to parallel RCA's circuit.

RCA says "The argument of Mackay implies that two radiotelegraph circuits are necessarily better than one. Affirming the Commission, the Court refuted the contention of Mackay that the Communications Act requires that competing direct radiotelegraph circuits be established:

"Such a belief would be as strange as a belief that two telephone systems, or two railroads, are necessarily better than one. It is obvious that two concerns are sometimes worse than one and sometimes the traffic will not support two; and even when it will, there may be inadequate individual and social compensation for the wastes of duplication."

RCA then analyzes Mackay's application on which the Commission acted as follows:

"Specifically, there is no evidence:

"(a) That there is public demand for the establishment of the proposed Mackay service.

"(b) That Mackay will offer service at lower rates than is now provided by RCA.

"(c) That Mackay will offer more dependable service than is now provided by RCA.

"(d) That Mackay will offer faster service than is now provided by RCA.

"(e) That Mackay will offer more accurate service than is now provided by RCA.

"(f) That the establishment of Mackay service will create any new business. It appears that Mackay merely hopes to obtain a portion of the business now handled by RCA and the other carriers.

"(g) That the radiotelegraph services of RCA are not now available to all telegraph users.

"(h) That the existing cable and radiotelegraph facilities are inadequate.

"(i) That the increased radiotelegraph competition which will follow the award of these circuits to Mackay will result in more benefit than harm to the public."

Finally, RCA points out that the grant of Mackay's applications fosters wasteful and destructive competition, which the Commission has the duty to prevent. RCA cites the fact that the provisions of the Interstate Commerce Act prohibiting destructive competition between railroads were carried over into the Communications Act and that there is no more reason why one radio company should be allowed to compete destructively with another than there is for one railroad to destroy another.

After citing numerous court cases in which this principle has been established, RCA says "The grant of the four circuits to Mackay will increase the operating expenses of the industry without creating additional revenue. Such needless duplication of facilities so dilutes the available traffic revenues that no carrier can remain in a sound position. As the courts and commissions have repeatedly pointed out, it is the public which ultimately must pay the bill."

RCA then reaches the following conclusion:

"The Commission's Order of October 13, 1947, should be reconsidered and set aside. RCA Communications, Inc., hereby petitions that the Commission take appropriate action to revoke, pending a hearing, the authority of Mackay to communicate with Finland, Portugal, Surinam and The Netherlands,"

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"INFORMATION PLEASE" GOES AFTER PETRILLO WITH TAFT-HARTLEY

Mr. J. C. Petrillo, well known musician of Chicago and the Waldorf-Astoria, was hit from another angle Monday when Dan Golenpaul, producer of "Information Please" filed a complaint with the National Labor Relations Board accusing the American Federation of Musicians of two violations of the Taft-Hartley law.

Mr. Golenpaul alleged that the services of a union musician had been denied to his quiz show this season solely because the program was presented by a different sponsor in each city in which it was heard. In previous years "Information Please" had been sponsored nationally by a single concern.

It was his understanding, Mr. Golenpaul charged, that the only way "Information Please" could obtain the single pianist needed for the presentation of musical questions was to agree to hire 300 stand-by musicians - one for each local station carrying the program.

This drastic action brought forth the following editorial from the New York Times last Tuesday:

"James C. Petrillo, President of the American Federation of Musicians, has struck again. Having decreed last month that the recording industry should expire as of December 31, he now would administer the same fate to all cooperatively sponsored musical programs on the networks.

"Ostensibly, the union leader maintains that if one national program is sponsored by many different concerns in different cities it discourates such concerns from offering their own local shows with local musicians. This, of course, overlooks the whole appeal of the 'co-op' program in radio: for several individual concerns to do collectively what they could not afford to do individually.

"But the economic facts of life long ago lost their appeal for Mr. Petrillo. Whether it is to be one or two businesses that must face extinction apparently is of no moment to a man who is thoroughly convinced that everyone is out of step but himself."

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MARSHALL IN FIRST LIVE CONGRESSIONAL HEARING TELECAST

The first "live" telecast of a Congressional Committee hearing was being presented yesterday (Tuesday) by Station WMAL-TV of The Evening Star Broadcasting Company.

From the Senate caucus room, its equipment was bringing Washington area television set owners the testimony of Secretary of State Marshall and others on the foreign aid program before the Senate Foreign Relations Committee.

Television stations have transmitted scenes of such hearings before, but these earlier instances were done by means of film - regular motion picture cameras were used by television men, and the film was televised later.

Yesterday, however, two WMAL-TV television cameras were trained on the witnesses and other participants in the hearing.

In addition to transmitting the sight-and-sound report of the testimony over its own frequency - channel 7 - WMAL-TV was feeding the pickup to the other two television stations here in Washington - WNBW of the National Broadcasting Co., and WTTG of the Allen B. DuMont Laboratories, Inc.

General Manager Kenneth H. Berkeley said television outlets in New York had wanted the program, but it could not be sent because the coaxial cable of the American Telephone & Telegraph Co. which carries intercity television transmissions, was out of service temporarily.

The first Associated Press television newsreel unit began operating Tuesday in Washington as a part of the regular news coverage by the Washington Associated Press Bureau.

This departure is being undertaken in conformity with a recent decision by the Board of Directors. It is the first of several such units which the Associated Press is establishing to provide complete world-wide newsreel service for television stations that are Associated Press members.

President Truman was televised as he laid a wreath at the Tomb of the Unknown Soldier in Arlington, Armistice Day. On Monday, Mr. Truman attended the premiere of a two-reel television film produced by the American Broadcasting Company in cooperation with the President's Highway Safety Council.

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"COAST-TO-COAST TV PROGRAMS WITHIN TWO YEARS" - FRANK MULLEN

Dedicating a new program "Swift Home Service Club" on the New York, Philadelphia, Schenectady, Washington television network, Frank E. Mullen, NBC top Vice-President and General Manager - the first commercial to be regularly sponsored on a television chain - predicted network coast-to-coast television service within the next two years.

Calling attention to the fact that tomorrow (Thursday, November 13) the first tests will be made of the New York-Boston television circuit, Mr. Mullen said that additional Eastern Cities would be added to the network "in no time at all, and "within two years' time we should be seeing this program in Hollywood as well as on the East Coast."

Paul A. Walker, Acting Chairman of the Federal Communications Commission will preside at the Washington part of the Thursday ceremonies. The event will introduce the longest network ever used to transmit a television broadcast.

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N.Y. TIMES, COMPETITOR, FIRST TO BACK N.Y. NEWS IN FCC FM FIGHT

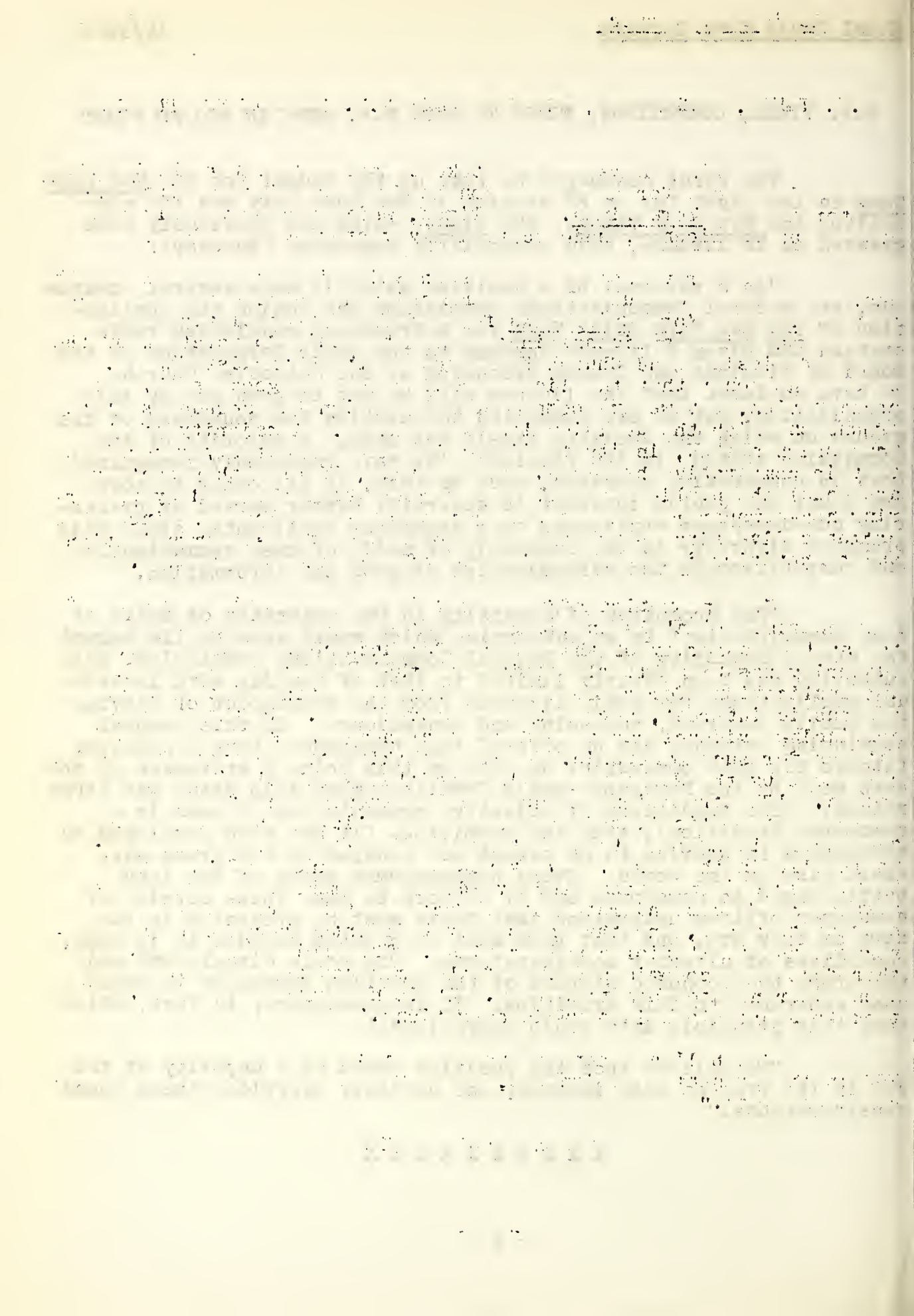
The first newspaper to take up the cudgel for the New York News in its fight for an FM station in New York City was its competitor the New York Times. The Times, which had previously been granted an FM license, said editorially yesterday (Tuesday):

"In a reversal of a decision which it made several months ago, the Federal Communications Commission has denied the application of The New York Daily News for a frequency-modulation radio station and given a license instead to the Radio Corporation of the Board of Missions and Church Extension of the Methodist Church. We have no doubt that the license will be put to good use by this organization, but we are compelled to question the soundness of the ground on which the decision itself was made. A majority of the Commission stated, in its findings: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.

"The promotion of 'diversity in the ownership of media of mass communication' is an enterprise which would seem to lie beyond the stated authority of the Federal Communications Commission. This authority has been clearly limited to that of dealing with individual applications for radio licenses from the standpoint of serving the public interest, necessity and convenience. In this respect convincing evidence can be offered that newspapers have a peculiar fitness for such ownership. We cite on this point a statement of the case made by the Newspaper-Radio Committee when this issue was first raised. 'The traditions of objective presentation of news is a newspaper tradition', said the committee. 'It has been developed by newspapers in America to an extent not equaled by the press anywhere else in the world. Every newspaperman knows of the long battle waged in newsrooms and by editors to make those outside of newspaper offices understand that facts must be presented in the news as they are, and that news must be printed because it is news, regardless of ulterior considerations. The whole circulation and therefore the economic picture of the American newspaper is based upon adherence to this tradition. It is newspapers, in fact, which took this principle into radio operations.'

"We believe that the position taken by a majority of the FCC in the present case ignores, and unwisely overrides these sound considerations."

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RADIO ENGINEERS HAVE SOME HARD NUTS TO CRACK AT FALL MEET

If you should happen to be in Rochester, N. Y. (Monday to Wednesday, November 17-19), you probably would hardly be able to turn around without seeing groups of radio engineers because they will be there from all over the United States attending the Fall Meeting of the Radio Manufacturers' Association's Engineering Department and the Institute ofRadio Engineers. They are the boys who always are about two jumps ahead of the rest of the industry and never before have they had harder nuts to crack. Their agenda will include most everything from miniature radio tubes to how to improve television.

The following is the complete program:

Monday, Nov. 17 - 9:30 A.M. - Technical Session - Chairman A. E. Newlon.
"V-H-F Direction Finder for Airport Use", A. G. Richardson, Federal Telecommunication Laboratories
"R-F Inductance Meter with Direct Reading Linear Scale", Harold A. Wheeler, Wheeler Laboratories, Inc.
"Design and Layout of Radio Receivers and the Maintenance Man", A. C. W. Saunders, Saunders Radio & Electronics School.

2:00 P.M. - Technical Session, Chairman - B. S. Ellefson
"Use of Miniature Tubes in AC/DC Receivers for AM and FM", R. F. Dunn, Radio Corporation of America
"Two Signal Performance of Some FM Receiver Systems", B. D. Loughlin and D. E. Foster, Hazeltine Electronics Corp.

6:30 P.M. - Group Dinner

8:15 P.M. - General Session, Chairman - George R. Town
"Engineering Responsibilities in Today's Economy", E. F. Carter, Sylvania Electric Products, Inc.

9:15 P.M. - Stag Party

Tuesday, Nov. 18 - 9:30 A.M. - Technical Session, Chairman - L. C. F. Horle
"Avenues of Improvement in Present Day Television", Donald G. Fink, McGraw-Hill Publishing Company, Inc.
"Standardization of Transient Response of Television Transmitters and Receivers", R. D. Kell and G. L. Fredendall, RCA Laboratories
"Psychoacoustic Factors in Radio Receiver Loudspeaker Selection", Hugh S. Knowles, Jensen Manufacturing Company.

2:00 P.M. - Technical session, Chairman - Clinton B. DeSoto
"Spectral Energy Distribution of Cathode Ray Phosphors", R. M. Bowie and A. E. Martin
"Quality Control in Receiving Tube Manufacture", J. A. Davies, General Electric Company.

Tuesday, Nov. 18 - 6:15 P.M. - Cocktail Party

7:00 P.M. - Fall Meeting Dinner (Stag); Toastmaster - Ralph A. Hackbusch; Speaker - Fred S. Barton, "The British Radio Industry Today".

Wednesday- Nov. 19 9:30 A.M. - Technical Session, Chairman - B.E.Shackelford
"Metallized Film Coaxial Attenuators", John W. E. Griemsmann, Polytechnic Institute of Brooklyn.
"I-F Selectivity Considerations in FM Receivers", R. B. Dome, General Electric Company.
"A New Television Projection System", William E. Bradley, Philco Corporation.

2:00 P.M. - Technical Session, Chairman - R. M. Wise
"The Organization of the Work of the I.R.E. Technical Committees", L. G. Cumming, Institute of Radio Engineers
"V-H-F Bridge for Impedance Measurements Between 20 and 140" Megacycles", Robert A. Soderman, General Radio Co.

4:00 P.M. - Committee Meetings

6:30 P.M. - Group Dinner

8:15 P.M. - Photographic Session, Chairman - A. L. Schoen
"The Problem of Amateur Color Photography", Ralph M. Evans, Eastman Kodak Company

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ROBINSON, TERRY NAMED WLW VICE PRESIDENTS

William P. Robinson and Marshall N. Terry have been elected Vice Presidents of The Crosley Broadcasting Corporation. Mr. Robinson becomes Vice President in charge of WLW programs and Mr. Terry Vice President in charge of WLW promotional activities.

At the same time, the appointment of Walter Callahan as Assistant General Sales Manager of WLW was announced. Neil Smith, who has functioned as Acting Assistant Sales Manager, will shortly assume a new post, whose nature James D. Shouse, Crosley's President, did not disclose.

Mr. Robinson, 38 years old, was born and educated in Cincinnati, where he also entered radio in 1927 as an announcer and entertainer.

Mr. Terry, 45 years old, is a native of Cleveland. Prior to joining WLW in 1944, he was a Vice-President of the Trailmoble Company, Cincinnati.

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CLAIMS TWO PAPERS USE 163 TONS PAPER A YEAR FOR RADIO LOGS

In a new approach to the controversial question as to whether or not broadcasting stations should pay newspapers for listing radio programs, Garrett Noonan, Advertising Director of the Louisville Courier-Journal and Times, has figured that the radio programs in those papers require 163½ tons of newsprint annually.

At the current price of newsprint, $90 per ton in New York, the cost approximates $15,000 per year. The Louisville papers, of which Mark Ethridge, former President the National Association of Broadcasters, is publisher and which operate Station WHAS, list programs for six stations occupying 27½ inches daily in the Courier-Journal, 36¼ inches daily in the Times, and 36 inches on Sunday.

The study was made following the recent move of the Miami (Fla.) Herald to charge for radio listings when it became faced with the possibility of carrying the log for 18 AM, FM and television stations already licensed for that area.

Mr. Noonan visualizes converting radio program non-revenue item into $50,000 to $70,000 additional advertising revenue.

On the question of rates, Mr. Noonan reports that most of the metropolitan dailies charge the national rate for radio station display advertising. If the Louisville papers applied the national rate to program listings each station would pay $479 per week or $24,912 annually. If these rates are considered excessive because of the frequency with which this advertising would run, Mr. Noonan suggests retail rates in line with the regular rate card. This would reduce the weekly cost to each station to $293 or about $15,000 annually.

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CHANCE TO BEAT PETRILLO IS FOR MUSICIANS TO HOP TO C.I.O.

A subscriber writes:

"There was a little article in Broadcasting last week to which many people will attach little significance. It told of the musicians in Wisconsin (I'm not sure of the State) organizing with the CIO. That's the thing that's going to beat Petrillo - CIO Musicians's Unions. There are too many record making musicians who do want to work."

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SCISSORS AND PASTE

If Petrillo Evades Lea Act A Stronger Bill Will Await Him
("Chicago Journal of Commerce")

James C. Petrillo, President of the American Federation of Musicians, already has had one law passed for his especial benefit - the Lea Act, which provides that broadcasters cannot be coerced into hiring unneeded musicians. If the musicians' boss goes through with his announced plans to prohibit members of his union from making recordings after Dec. 31, a second bill directed at him will be readied for presentation to Congress.

Rep. Fred Hartley (R., N.J.) wants to pass legislation which would apply the "restraint of trade" provisions of the Sherman and Clayton antitrust laws to labor monopolies. Such a provision, contained in the House labor bill, was eliminated in the final draft of the Taft-Hartley law.

The legislation would not be aimed solely at the musicians' chieftain. The point at issue is this: Should labor monopolies be permitted to enforce their edicts upon an unwilling public? Mr. Petrillo has merely brought that question to a head.

It is a fact that the AFM has a monopoly. It is impossible even to audition for a job as an instrumentalist without belonging to the union.

Mr. Petrillo believes that recordings deprive musicians of "in person" jobs. What if other union leaders felt that way? Railroad workers would refuse to haul trucks and automobiles. Telephone operators would never give you "Western Union".

The right to strike is not at issue. Workers strike in an effort to enforce their demands. But when agreement is reached and grievances ironed out, they go back to work. Mr. Petrillo is threatening to refuse to allow his musicians to work under any circumstances - whether they want to or not.

Suppose that all the record companies were controlled by owners of night clubs, and that these men decided in concert to suspend operations to buoy up the night club business. In that situation, the reverse of the actual one, they would doubtless be called to account for restraint of trade. Probably one of the loudest wails would come from Mr. Petrillo himself.

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Television Makes A Sports Fan Of Toscanini
("Radio Age")

One of the new RCA television receivers installed in the home of Arturo Toscanini has made an enthusiastic sports follower of the noted NBC Symphony director. Prizefights, football and baseball, which were new to him, are now a regular part of the maestro's hours of relaxation.

So avidly has he followed these televised events that in a space of a few months he has learned the fine points of the contests and the names of fighters and players. When he invites guests for dinner, he asks them to come early so that he will not miss the start of the telecasts.

Statesmanship
(Leonard Lyons in "Washington Post")

One afternoon a group of Maine correspondents invited Senator Wallace White of Maine to lunch. White accepted, and at the luncheon he answered their questions about the possibilities of getting Federal aid for the victims of Maine's forest fires.... "You know what my answers would be to all those questions", said Senator White. "Why don't you ask me about those rumors of my resignation as majority leader of the Senate?...."All right then", said one reporter, "Senator White, what about those rumors of your resignation as majority leader?".... "My answer", said Senator White "is, 'No comment.'"

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London Radio Show Emphasizes Exports; Novelties
("London Calling")

The really tremendous difference between this first post-war Radiolympia and all the other Radiolympia shows was the emphasis on exports. Catalogues and brochures, for example, used phrases we hardly ever saw before the war: such phrases as "new model, for export only", and "designed for the Southern hemisphere".

The publicity officer of one of our most go-ahead radio firms showed a sheaf of beautifully done catalogues in almost every language under the sun - including two kinds of Spanish! * * * *

There was one novelty. The device is called Band-spread tuning, and the idea is to make it vastly easier to tune-in a short-wave program accurately. This device was fiarly common among the new all-wave sets and should be a very great help to those of you who wish to tune-in direct to the BBC's overseas transmissions.

Another 1947 type of radio set is the portable radio that really is portable. These little sets measure about nine inches by five inches by three-and-a-half inches, and switch themselves on as you open the lid. They run off a new type of dry battery, with flat instead of tubular cells, and have tiny valves and other parts.

One of the real novelties of this Radiolympia was a set that not only switched itself on at exactly the right moment, but, with equal magic, switched itself off when the program was over. What is more, if for any reason the desired program did not come on the air, this set sounded an alarm signal to notify you of the fact.

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Goodbye "Bluebook"?
(Jack Gould in "N. Y. Times")

If reports out of Washington are true, there is more than casual reason to believe that the "Blue Book" may have seen its most influential days and that we are on the verge of a return to the "laissez-faire" policy in radio as of old. Certainly, it is significant that the National Association of Broadcasters is championing legislation which would strip the FCC of all but routine functions and in effect leave it to broadcasters exclusively to decide how public property - the wave-lengths on which their stations operate - is to be used in the listener's interest, convenience and necessity."

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TRADE NOTES

Edward D. Phinney, general patent attorney of the Federal Radio and Telephone Company, has been elected a Vice-President of the International Telephone and Telegraph Corporation. Mr. Phinney, who became associated with I. T. & T. in 1936, has served as the corporation's general patent attorney since 1941 and will continue in that capacity. A native of Topsham, Maine, Mr. Phinney was graduated from Northeastern University in 1924 after which he joined the United States Patent Office in Washington, D. C.

Stewart Warner Corporation and Subsidiaries - Nine Months: Net profit, $1,938,851, or $1.49 a share, against $1,673,295, or $1.31 a share, last year.

Delegates from Chile to the United Nations, who are interested in stimulating trade between the United States and Chile, spent a day recently in a tour of the radio, television and refrigerator manufacturing plants of Philco Corporation in Philadelphia.

Television receivers of a "portable" type, said to be capable of reproducing video and sound programs from electrical impulses conveyed to them over wires from centralized television tuners in the building, will be installed within the next month in forty rooms of the Hotel Roosevelt in New York and charged for at the rate of $3 daily for guests desiring the service, it was learned by the New York Times last week.

Metropolitan Television and Broadcasting, Inc., operators of Station WABF, purchased the equipment from Olympic, installed it in the Roosevelt and will lease it to the hotel for three years, it was said. The Roosevelt management then may exercise an option to buy it.

Decca Records, Inc. - Nine months: Net profit, $1,116,-843, or $1.44 a share, against $1,346,227, or $1.73 a share, last year.

The Interior Ministry of Croatian Republic said that authorities had uncovered a secret radio station last week in the attic of St. Anthony Monastery in the city of Pola, Yugoslavia. When the discovery was made, the Ministry said, a Franciscan monk was"sending a spy report to a foreign country". The Ministry added that the radio station and other "spy materials" were confiscated.

Davega Stores Corporation and Subsidiaries - Six months to Sept. 30: Net profit, $571,832, equal to $2.36 each on 242,300 common shares, against $686,835, or $2.83 a share for similar period of 1946; net sales, $10,796,881, against $9,415,640



Southern States Co-operative Tuesday, November 11, upheld the action of its Board of Directors in dismissing Fulton Lewis,Jr. Mutual Broadcasting System commentator, from membership.

The 14 directors voted October 3 to dismiss Mr. Lewis, charging he had attacked farm co-operatives and with "misinforming and misleading the public concerning Southern States in particular.

Mr. Lewis has said he would carry the matter to the courts.

Cooperating in the plan instituted by the American Heritage Foundation to mark this as a "year of rededication" to the American system of freedom and civil liberties, the four national radio networks - American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and the National Broadcasting Company - Armistice Day announced that each of them will devote a number of their regularly scheduled programs, spaced through the next 12 months, to special broadcasts emphasizing the responsibility of all American citizens in the maintenance of their heritage.

The American Broadcasting Company, according to Mark Woods, President, will present its share of the special broadcasts on its following regular programs: "America's Town Meeting", "The Paul Whiteman Show", "The Southernaires", and others.

Frank Stanton, President of the Columbia Broadcasting System said that that network would present its "rededication" programs in the course of "People's Platform", "In My Opinion", and others.

Special programs on the Mutual Broadcasting System, it was stated by Edgar Kobak, President, will be broadcast on the "American Forum of the Air", "Family Theatre", "Meet the Press", and others.

The National Broadcasting Company, Niles Trammell, President, said it will schedule special "rededication" programs in the course of its "Our United Nations", "Home Is What You Make It", and others.

A summons was issued in New York last week for Walter Winchell, radio commentator, charging he conspired to criminally libel Habib I. Katibah, Syrian born author employed by the Syrian delegation to the United Nations. Katibah complained that Winchell and others conspired in the preparation of a newspaper column published last May containing "intentionally libelous and vulgarly worded charges tending to, and intended to, hold the complainant and others opposed to political or state Zionism to hatred, obloquy, contempt, and ridicule."

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Founded in 1924

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1801

November 19, 1947

COUNTRY'S TV PACE SET BY STORER IN DETROIT; TOLEDO SOON

In ordering for Station WTVO, Detroit, the highest powered television transmitter yet authorized by the Federal Communications Commission, the largest order for television equipment ever placed with one manufacturer, Commander George B. Storer, President of Fort Industry, has set the pace for television in the Middle West as well as the rest of the country. Furthermore, Fort Industry will follow through next Spring with another big television station in Toledo - WTVT - now being constructed under the direction of J. Harold Ryan, Vice-President of Fort Industry, wartime U.S. Radio Censor and later President of the National Association of Broadcasters.

WTVO, Detroit, will be erected by the General Electric Company at a cost of upwards of $280,000 to operate there in connection with the new Fort Industry stations WJBK and WJBK-FM. Thus having forged a chain of successful broadcasting stations in Toledo, Ohio, Lima, Ohio, Wheeling, West Va., Fairmont, West Va., Atlanta, Ga., Miami, and Detroit, the famous brother-in-law team of Storer and Ryan go forward with every indication that they will duplicate their radio achievements in the newer field of television.

WTVO programs will be projected for a radius of 45 miles from the transmitter site in mid-town Detroit.

"Detroiters will have the advantage of receiving picture and sound from the finest television installation possible", declared John Koepf, Television Manager of the Fort Industry Company. "The latest and best equipment, including some newly developed items not yet announced to the trade, will be introduced at the new Motor City video enterprise", he added.

Current plans call for getting a test signal on the air by the second quarter of 1948, with regular programs scheduled for a few weeks thereafter. One of the features of the G-E installation will be the combination television and frequency modulation antenna system. A three-bay super turnstile television antenna above a four-bay FM circular antenna, will be mounted atop a 415 foot steel tower which will become one of Detroit's landmarks. It will be the first of its type to be erected in that part of the country.

Camera dollies and microphone booms, similar to those used in Hollywood movie sets for proper positioning of the studio television cameras and microphones will be of the latest design.

The specifications call for a new type camera control desk, one of the major control points in a television system; the program console at which the director supervises the telecast; and the distribution console comparable to the master control board of a radio station. Two image orthicon cameras and auxiliary apparatus will handle studio pickups, while two iconoscope film cameras will be used in the telecasting of motion picture film. To project the film to the television cameras, WTVO will utilize two G-E 35 millimeter

Synchrolite projectors (a new type to the market), two G-E 16 mm. projectors of the same kind, and one special slide projector for station identification and other announcements.

Managing Director, Ralph Elvin, explained that "in programming a television station, films are the equivalent of electrical transcriptions used in radio. This equipment will put us at the top of the field in film transmission." For out of doors events, two cameras, equipped with special lenses, will be accompanied by portable control apparatus. This includes a microwave relay transmitter.

Western Electric microphones will be used throughout, and RCA dual speed turntables will supplement the G-E audio portion of the station. The transmitter is licensed to emit 2500 watts of aural power.

Arrangements have been completed for the technical and productions staffs of the proposed Detroit station to participate in a training program handling G-E equipment and studying its construction. Some of the men will go to WGRB in Schenectady, and handle actual programs, some will visit the Electronics Park in Syracuse, N.Y., where the television equipment is being built. This method will enable Detroiters to receive a better calibre picture and sound right from the opening day of Motor City operation.

Mid-Spring is the date set for WTVT, Fort Industry Television air debut in Toledo. The station's foundations are all in and the equipment, plus a mobile video truck are on order, it is reported.

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NEW YORK BROADCAST CANCELLED BECAUSE OF HIGH UNION FEE

The Town Hall concert of the New Friends of Music in New York Sunday was not broadcast, as scheduled, by FM station WABF, which is carrying the group's Sunday concerts this season on an exclusive basis.

Ira A. Hirschmann, President of the station and founder and president of the New Friends, said it had been decided not to broadcast the performance because the thirty-eight-piece chamber orchestra involved necessitated a greater outlay to Local 802 of the American Federation of Musicians than the station was prepared to pay.

He explained that the fee required by the local to permit the concerts to be broadcast, which is based on the number of musicians participating, constituted in Sunday's instance, an "extra levy" which the station "didn't feel justified" in paying.

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WAYNE COY'S PAPER BACKS FCC IN ANTI-PRESS FM DECISION

Because Wayne Coy, whose name has been prominently mentioned as the next Chairman of the Federal Communications Commission, is the Radio Director of the Washington Post in charge of its Station WINX, there are those who read some significance into an editorial in the Post this week which backed up what was construed as the Commission's discrimination against a newspaper owning an FM station. The paper in question was the New York Daily News.

It was argued that Wayne Coy as Radio Director, probably has no more to do with the editorial policies of the paper than any other member of the executive staff. Nevertheless, it would seem that whoever wrote or ordered the editorial might have turned to Mr. Coy for advice or suggestions. If this were true, the line of reasoning continued and Coy didn't side with the News, pressure might be exerted by newspaper broadcasters heretofore supposed to be strongly in favor of him to try to get President Truman to consider someone else who was more in sympathy with the newspaper point of view.

The Washington Post editorial follows:

"With no more than five unallocated frequency modulation channels available for the New York City-New Jersey metropolitan area, the Federal Communications Commission was faced with 17 applications, 2 of them from newspapers. The Commission's difficulty was compounded by the fact that the American Jewish Congress had entered an objection to the application of one of the newspapers, the New York Daily News, on the ground that it was anti-Semitic and incapable, therefore, of satisfactorily serving the public interest. The FCC dismissed the objection but, after awarding four of the frequencies to other applicants, determined to grant the fifth to neither of the newspapers and awarded it instead to the Radio Corp. of the Board of Missions of the Methodist Church.

"The explanation given by the Commission majority in support of its decision is an interesting one: 'We have repeatedly recognized that in comparative hearings, such as this, if all other factors are equal the public interest is generally better served by preferring non-newspaper applicants over newspaper applicants, since this promotes diversity in the ownership of media of mass communication and competition in the dissemination of news and information.' This has indeed been a consistent Commission policy since 1944. It seems to us an eminently reasonable one. The owners of The Washington Post, it is well known, are the owners of WINX and WINX-FM. We by no means believe that newspapers should be barred from broadcasting when they are the sole or the superior applicants for a frequency. But in situations such as that in New York, when the FCC must choose between evenly matched applicants, the promotion of diversity seems to us a valid consideration to throw into the scales.

"This can in no real sense be termed dictatorial or a discrimination against the press. Diversity is a prime fountainhead of American freedom. The more varied the ownership of the media of communication, the more varied will be the access of conflicting spokesmen to the public mind. And it is in the clash of opinion that the democratic process operates most fruitfully. It would be ideal if everyone who wanted to do so could operate a radio station or at least have the use of one for the expression of his ideas. But so long as the demand for radio frequencies exceeds the available supply and so long, therefore, as the FCC is obliged to license broadcasting on a selective basis, the fostering of diversity is an inescapable obligation of the Government."

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PHILCO DROPS ENTIRE PROMOTIONAL CAMPAIGN QUESTIONED BY FTC

In accepting the agreement of the Philco Corporation of Philadelphia to discontinue trade practices, which the Federal Trade Commission had challenged, the Commission served notice this week that "it will move speedily against any sales promotional plan, in any field of merchandising, found to be an unfair method of competition or a means of deceiving the public."

This warning was sounded as the Commission announced that Philco "had agreed to put an immediate and unconditional end to their 'Sell 'N Win' campaign, which was allegedly designed to induce sales personnel of independent dealers to push the sales of the Philco line, particularly radios, to the exclusion of competitive products.

"Philco advised the Federal Trade Commission that it had notified its sales outlets that the promotional campaign had been abandoned."

The FTC statement continued: "In accepting Philco's stipulation agreement to discontinue the challenged practices, the Commission closed without prejudice the case growing out of the complaint it had issued the respondent only two weeks ago.

"The Philco plan provided for prizes to salesmen of independent dealers on the basis of their sales of Philco products. The campaign was to run until December 31st. Prizes of merchandise were awarded by means of 'points' accumulated by a salesman for each Philco product he sold, and in addition he received 'lucky number' coupons entitling him to a 'chance' in drawing for new automobiles and substantial cash awards. This last feature, characterized in the complaint and stipulation as a lottery scheme contrary to public policy, was abandoned prior to issuance of the complaint, according to the respondent.

"The stipulation recites that salesmen in radio stores are 'expected to have special training in respect to the highly complex electronic instruments sold by them and that the public looks

to the salesman for helpful advice and assistance as between different brands of radio that are being sold by him.' It adds that as a result of the 'Sell 'N Win' campaign, involving a game of chance, salesmen were induced to sell Philco radios in preference to those manufactured by competitors.

"Not only does the Philco Corporation agree to stop the 'Sell 'N Win' campaign but to refrain from using any sales or promotional plans 'substantially similar to it'.

"The Commission pointed out that this type of promotion, even without the lotteries, is already condemned in the practice rules for the radio receiving set manufacturing industry, as well as in trade practice rules for some other industries. Rule Eight of the radio receiving set rules declares, among other things, that it is an unfair trade practice for any radio manufacturer to give sales personnel of dealers handling two or more competitive brands of radios 'push money', 'spiffs', or any other bonus, gratuity or of payment as an inducement to push the sale of his products over competing products, with the effect of causing the purchasing public, when buying, to be deceived into the erroneous belief that such sales persons are free from any such special influences, or with the effect of substantially lessening competition or unreasonably restraining trade."

"Philco's recent selling campaign was one of the most successful in the history of the radio industry", James H. Carmine, Vice-President in Charge of Merchandising, stated. "It benefited not only Philco but a great many other manufacturers by stimulating dealers and their salesmen to extra effort and renewed interest in sales training and real sales effort for the first time since pre-war days. As a result of Philco's sales promotion and advertising campaign, and those of other radio manufacturers, the radio industry will make and sell more than 16,000,000 radio receivers in 1947, which will set a new all-time high record.

"This country must return to real enthusiastic selling and do it better than ever before or we can never continue to provide 60,000,000 jobs. Philco feels that the Federal Trade Commission would be most ill-advised if it sought to restrict competition in the sale of radios or any other products by a general ban on promotional plans. Those who argue against sales promotion are asking the American people to stabilize at a much lower level of business activity than we have today. This is a counsel of despair and one that Philco will never agree to."

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Actual production of radio receivers in Czechoslovakia exceeded the goal set by the Government's planned production program by 28.8 percent during the first 7 months of 1947. Total output was 74,700 receivers; the goal was 58,000. On the other hand, production of radio receiving tubes tell 5.4 percent under the number planned - the target set was 1,003,700 tubes and actual output was only 949,800.

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FORECASTS $6,000,000,000 TV INDUSTRY EMPLOYING 250,000

Television may well be the "shock absorber" of the American economy, forming a $6,000,000,000 industry and providing jobs for 250,000 men and women in the coming years, Frank E. Mullen, Executive Vice President of the National Broadcasting Company, told the Radio Executives Club of New York last week.

"After World War I", Mr. Mullen said, "we saw the radio industry brought into being and expanded into a business which today accounts for more than a billion and a half dollars to the American economy. Television should prove to be at least four times as great."

"And by its very nature", he added, "it will provide impetus to our whole industrial machine, for it has the capacity as an advertising medium for stimulating, in a fashion never before realized, the merchandising and hence the manufacturing of products."

By the end of 1948, Mr. Mullen said, "we expect our network to bring television programs to a population in excess of 22,000,000 people. Within another year or 18 months we think another 20,000,000 people living east of the Mississippi will have network television programs available to them."

As to the number of television sets which will be in use, Mr. Mullen predicted "at least a million and a half" in the Eastern seaboard cities alone by the end of 1949, and 2,000,000 by the same date in the area "above a line drawn on the map from Washington, D.C. to St. Louis."

The impact on our national life of this development of the industry will be seen, he said, when the Democratic and Republican national conventions are televised next Spring to "probably 10,000,000 persons."

The NBC Vice-President repeated his prediction that coast-to-coast television would be a reality within two years. "We anticipate", he said, "that by two years from now we will have pictures from New York to Hollywood, and possibly from Hollywood to New York."

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RADAR SENDS NATIONAL GUARD SEARCHLIGHTS TO SCRAP-HEAP

Because of the advances in radar, searchlight battalions have become virtually obsolete and will be eliminated from the National Guard's anti-aircraft artillery, the Chief of the National Guard Bureau has announced.

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TRAMMELL CALLS FOR 4-NET INTERIM CODE; INDIES ALSO BALK

On hearing of the postponement of action on a code for broadcasters by the National Association of Broadcasters' Board of Directors Saturday, November 15th, Niles Trammell, President of the National Broadcasting Company, issued the following statement:

"It is a great disappointment to the National Broadcasting Company and, I am sure, to most of the NBC affiliated stations, that immediate action on the adoption of a progressive code of broadcast standards has been postponed.

"For some time past, the National Broadcasting Company and the three other national networks have considered the advisability of establishing a network code of standards. We have always postponed any final action in the hope that the industry as a whole would adopt a code. However, now that the industry has postponed action at this time, it is my belief that we and the other networks should reopen discussion as to the advisability of immediate consideration of an interim code to be adopted by all national networks."

Mr. Trammell, noting that NBC always had a code of its own, added: "Despite the high standards of American radio, we and the public want it better."

Mark Woods, President of the American Broadcasting Company, however, said that he by no means had abandoned hope of final NAB action on a code. He indicated concern that independent action by the networks might tend to divide the industry in the matter of adopting new standards. He also emphasized that each network already had a code of its own.

Edgar Kobak, President of the Mutual Broadcasting System, meanwhile said that his network would announce revisions in its own code within a few weeks. He called attention to the fact that Mutual, unlike the other chains, does not own any stations in its own name. Its interest, accordingly, lies purely in the network phases of a code and not in matters governing individual station operation, he said.

There was quite a blow-up at NAB headquarters over a statement which had been given out previously in Chicago which read:

"The broadcasting industry is overwhelmingly against the adoption of the code proposed by its National Association. The proposed NAB Code was promulgated at the NAB Convention in Atlantic City last September without a secret ballot of the broadcasting stations which it would regulate. The Code set up arbitrary mathematical standards as well as ethics for the operation of all radio stations. It was to be policed and enforced by an NAB committee.

"A poll just completed of all commercial stations by a nationally recognized accounting firm shows the industry opposed to the Code by a vote of more than 13 - 1.

"Stations voting against the Code numbered almost as many stations as the entire NAB membership of stations. 670 radio stations voted against adoption and 49 infavor. The stations indicated that they felt individually responsible for their programming and that they could best serve their communities by retaining local control of their station policies.

"The poll was arranged for by a group of network and independent stations headed by Edward Breen of Station KVFD, Fort Dodge, Iowa, and Ralph Atlass of WIND, Chicago, and WLOL, Minneapolis, Minn."

The Fort Industry Co., on behalf of its seven stations in the Middlewest and South, adopted specific suggestions after a meeting of its executives and station managers. The company refused to accept the statement of NAB President Justin Miller that the choice is one of "self-regulation on the one hand, or of imposed government-regulation on the other, and eventually perhaps, of government broadcasting itself."

Fort Industry advocated fluidity in program service, with standards covering only desirable general operating policies; contended the proposed code violates the intent of Congress that control of program service be reserved to individual broadcasters.

Arbitrary action requiring compliance under threat of penalty is an improper effort judicially to determine the intent of Congress, the company contended, adding that the code should not servd as an FCC criterion in license renewals.

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FRANK STANTON, CBS, TELLS HOW RADIO CAN COUNT ITS AUDIENCE

Radio has dug into wartime radar principles and come up with a device that measures with the speed of light the size of listening audiences and gives broadcasters minute-to-minute trends for all segments of the audience - in large cities, small towns and on farms, as well as on all income levels.

Frank Stanton, President of the Columbia Broadcasting System, told an advertising luncheon meeting in Hollywood Tuesday, according to the Associated Press, that the new technique had been named "IAMS", (Instantaneous Audience Measurement Service) and that it had been developed in CBS research laboratories by Dr. Peter C. Goldmark.

The frequency signal goes out in all directions from the transmitter as far as the station can be heard, and in this area a complete cross-section of homes will be equipped with a special device automatically and continuously reporting back to the transmitter while their sets are turned on.

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FCC ENCOUNTERS OPPOSITION IN CLEARING 45-50 MC BAND OF FM

Opposing the reallocation of radio spectrum space currently assigned as television channel #1 to other type services for point-to-point communication, the National Association of Broadcasters told the Federal Communications Commission in hearings which began Monday that the loss of these facilities would have an adverse effect upon the development of both television and frequency modulation broadcasting.

Not only would the reassignment of these frequencies "foreclose the development of local community television facilities", the NAB argued, but it would "require the cessation of the operations of more than 20 FM stations now broadcasting in this band, serving thousands of listeners with FM sets not able to be tuned to the new FM bands, as well as the operation of the principal FM network."

Those who have been heard in addition to NAB are RCA, Stromberg-Carlson, Zenith and Dumont. Scheduled for today (Wednesday) are Dr. E. H. Armstrong, inventor of FM and Bill Bailey, secretary of the Frequency Modulation Association.

"The Commission is now considering the assignment to certain fixed and mobile radio services of the 44-50 mc band which two years ago was assigned to television, and which is not now being used by a single television station. This band of frequencies is part of the band which in 1940 was assigned to FM broadcasting, and which is still being used by FM", J. E. Brown, Assistant Vice-President of Zenith stated. "The FM stations operating on this band, some of which have been on the air for more than seven years, are even today giving the best FM broadcasting service.

"It is the position of Zenith Radio Corporation that the Commission's proposal to assign this band to fixed and mobile radio services is incorrect, inadequate, and harmful to the public interest, particularly in rural areas. We believe it inadequate because the number of channels available will prove to be insufficient for the services being considered, and we believe it incorrect and harmful to the public interest because it will deprive a large segment of the population of the finest radio broadcasting service that science has developed.

"We know now that the 88-108 mc provision for FM broadcasting is entirely inadequate, and that this allocation was based on engineering errors and failure to consider the facts involved. We believe that the Commission should now consider on the basis of all information available to it not only the importance of the 44-50 mc band to FM broadcasting, but also the full question of FM broadcasting as to the quantity of frequencies required and their position in the spectrum.

"Further in the matter of allocations, we have been of the opinion and have so advised the Commission that too few channels

have been granted to television, and we have seen no plan devised that will overcome this shortage within the present range of frequencies assigned to commercial television. Moreover, the present television allocations, particularly between 44-88 mc, are so hemmed in by other services that their utility is already greatly impaired. The situation is going to get worse, not better.* * * *

"Unfortunately, the public does not know that television's present assignment is only temporary, and is now buying sets on the assumption that television will continue indefinitely on its present frequencies. Would it not be better to move television now to its ultimate home in higher frequencies, and thus save the public from spending additional millions of dollars for television sets which become obsolete as soon as the Commission has made its final television allocations?"

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TAFT-HARTLEY FEATHER-BED CHARGES FILED AGAINST PETRILLO

Charges that James C. Petrillo, President of the American Federation of Musicians, and the federation have violated the Taft-Hartley law were filed with the Chicago regional office of the National Labor Relations Board Tuesday by radio station WMLO of Milwaukee.

A secondary boycott, illegal under the Taft-Hartley Act, has been started against WMLO in an effort to coerce the independent station into keeping four unneeded musicians on its payroll, said the complaint, filed by Lee A. Freeman, Chicago attorney.

Petrillo stated to Jack Gould of the New York Times in New York Tuesday that his union never had demanded that "Information Please" hire 300 musicians - one for each station carrying the cooperatively sponsored program - as the price of receiving the services of a single pianist.

Mr. Petrillo was in New York in anticipation of his meeting this (Wednesday) afternoon with the network representatives on a new contract.

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SARNOFF, TRAMMELL, COWLES, NON-PARTISANS, TO AID EUROPE

Members of the newly formed national non-partisan committee to back the Marshall plan include David Sarnoff, President of the Radio Corporation of America, Niles Trammell, President of the National Broadcasting Company, and Owen D. Young, Honorary Chairman, General Electric Company, and Gardner Cowles, Jr., President of the Cowles Broadcasting Company.

Henry L. Stimson, former Secretary of State is National Chairman.

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IT'S A GOOD W-I-N-D THAT BLOWS NO ILL (IN ITS NEW STUDIOS)

W-I-N-D on the Lake Front in Chicago last week was favorable and pleasant when, under the guiding hand of its president, Ralph Atlass, the growing and prosperous station moved into its spacious new air-conditioned studios in the Wrigley Building, 400 North Michigan Avenue.

WIND's facilities consist primarily of a small news studio, a medium sized general purpose studio, a larger concert studio and a 1,000-square-foot large main and separately controlled studio.

RCA control board consoles have special features designed to feed stations many midwest sports network programs. Studios are completely sound insulated and each entire room floats on cushioned mountings.

WIND, which operates on a frequency of 560 kc., 5000 watts power also has an application pending with the FCC for a television license.

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GERMAN MAGNETOPHONE MAY AID IN CHECKING BROADCAST FIDELITY

A German Magnetophone, K-7 Model, has been obtained by the Signal Corps and its military characteristics for both field and fixed station equipment are being evaluated by the Coles Signal Laboratory at Fort Monmouth, New Jersey.

According to Charles C. Comstock, Chief of the Recording Equipment Section, no original development work is in progress at present but several changes have been effected including a conversion from 50 to 60 cycles.

Of interest to commercial concerns in the United States is the prospect that the set would serve as a useful device in radio, particularly as a check on the fidelity of an original broadcast. By using the magnetophone, it is considered possible that a delayed broadcast could be as successful as an original broadcast.

The K-7 model is the Allgemeine Elecktrizitate Gesellschaft, (AEG), designation of a new equipment currently in production. It is believed that only a few prototype models have been completed. No circuit diagrams have yet been obtained.

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Governor Clarence W. Meadows (D), of West Virginia, and associates in the newly formed Wyoming Broadcasting Company, has been granted a construction permit for a new standard broadcasting station at Pineville, West Va. It will operate on 970 kc., 1 KW, daytime only.

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FORESEES GREATER REVENUE FROM TV SET PRODUCTION THAN AM

Addressing the RMA-NAB Liaison Committee, R. C. Cosgrove, Chairman and former President of RMA, said:

"The Radio Manufacturers' Association expects that by next June the dollar revenue from television will be greater than from standard broadcasting receiver production. One distributor says he expects four times the activity in television sets."

Mr. Cosgrove added to his statement a summary of RMA figures showing a total of 16,771 receivers with both AM and FM produced in the week ending October 19th. He said that seven per cent of all sets produced have FM, and estimated that a total of about a million sets with FM circuits will have been manufactured this year.

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CROSLEY MIDGETS TO INCLUDE RADIO DEALER'S DELIVERY TRUCK

Powel Crosley, Jr., President of Crosley Motors, Inc., in New York Monday displayed three new 1948 models his firm is producing for the low cost, "smaller" automobile field - a station wagon, a sports utility model and a panel delivery truck.

Mr. Crosley said the panel type delivery truck was designed to meet needs of grocers, druggists, radio and other service establishments.

Mr. Crosley also said current production on all models totals 2,700 cars and trucks a month, but was due to be boosted to 3,000 monthly early next year.

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WASHINGTON TAXIS WITH RADIOS TO RECEIVE POLICE ALARMS

Washington taxicab companies with radio service will broadcast Police Department emergency lookouts to their drivers starting this week.

Three companies - Combined Cab Service, Veterans Cabs and Yellow Cabs - have 186 radio-equipped cabs to receive lookouts on the streets now, Major Robert J. Barrett, Police Superintendent, said. Messages will include lookouts for persons wanted for murder, robbery rape, and hit-and-run accidents involving personal injury.

Hackers who furnish police with information leading to the arrest and conviction of criminals will receive rewards.

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SCISSORS AND PASTE

Newspaper Circulation Men Told Radio Is No Threat
(Editor and Publisher)

"Circulation growth of newspapers proves we need not fear further growth of radio, according to Matthew G. Sullivan, Circulation Director of the Gannett Newspapers, in an address at the Tuesday session of the New York State Circulation Managers' Association's 30th anniversary meeting in Utica, N. Y.

"Although people will listen to the news, they must see and read it", he declared. "They depend upon newspapers for accuracy, readability and completeness. Proof of that was emphasized during the Labor Day weekend of 1939 when Poland was invaded and the war was on. Folks listened to the radio and all its dramatics with the result that they were confused. Telephone calls for news jammed newspaper switchboards all over the nation. Publishers had to issue newspapers on Sunday afternoon so that the people could have reliable and accurate news; from that time on, circulation climbed faster and higher than ever before."

"Everything indicates that radio has helped newspaper circulation", Mr. Sullivan said. "Our daily circulation has nearly doubled, so although more radio stations will go on the air, we can look forward to even more circulation."

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Stassen Rated Best; Taft Worst On Radio
("Variety")

Harold Stassen has the best and Senator Robert A. Taft the worst radio voice among the present crop of presidential hopefuls. That's the opinion of Robert Coar, coordinator of the joint Senate and House Recording Rooms, who has coached most of Washington's political brass in radio speaking technique at one time or another. As Coar sees it, three GOP candidates cop off the top honors in radio appeal.

Here is the way he rates the present lineup of 1948 presidential candidates:

"First, Stassen - extremely easy to listen to, friendly, direct, slow, warm.

"Second, Eisenhower - needs coaching because he talks too fast, but has a basically smooth, friendly, non-oratorical delivery.

"Vandenberg - lively but uneven and occasionally oratorical.

"Dewey - technically superb but somewhat lacking in feeling.

"MacArthur - while rich, his voice has a crisp, commanding overtone that might antagonize potential voters.

"Truman - dry.

"Taft - dry and arbitrary."

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They Watch For Commercials To See The Eliminator Work
(Sidney Lohman in "New York Times")

Radio commercials which do not please the listener's fancy may now be eliminated with the flick of a finger through use of a gadget called "Commercial Control" now available locally at several department stores. The attachment sells for $2.95 and is easily installed by plugging into the light socket from which the radio set operates.

Encased in a plastic box about the size of a package of cigarettes and with about ten feet of wire attached, the control is equipped with two buttons. Pressing down one button silences the radio for approximately one minute and pressing down the other makes the set inoperative for about twenty seconds. The time sequence is variable by a simple screw adjustment of the buttons. The product is an invention of Erskine Gray of Beverly Hills, Calif.

P.S. - A test of the device last week brought one ironic result. The set owner listens more carefully than ever for the commercial, if only to know when to press the button.

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For Stronger "Voice of America"
("Washington Post")

Almost without exception members of Congress who toured Europe this Summer have come back convinced of the necessity for expanding our international information program. As Senator H. Alexander Smith, Chairman of the Senate group investigating the program in operation, said in a radio broadcast last week: "We found in every country we visited that we are losing this war of words. Our own Voice of America is pitifully weak compared not only with the efforts of Russia and her Communist satellites but also with the efforts in the same field that are being made by friendly countries such as Great Britain and France."

There is one danger which we hope Congress will avoid in augmenting the Voice of America, In their zeal to meet the attacks the Communists are making on us, some members may be tempted to insist that we fight fire with fire. Nothing could do our cause more harm than to have our information program perverted into a mere anti-Communist crusade or a vehicle devoted solely to extolling our virtues as benefactors. Either of these courses would convince the people for whose minds we are contending that we too were merely engaged in propaganda. What our information program needs is facts, not invective or self-adulation. The objective truth can be just as devestating as Moscow's name-calling, and far more effective.

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Plans for greater dealer participation in the Radio Manufacturers' Association's "Radio-in-Every-Room" campaign and in the observance of National Radio Week in 1948 were considered by the RMA Advertising Committee at a meeting last Wednesday in Chicago.

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TRADE NOTES

To make way for the hearing which opened Monday, November 17th, on TV and non-Government frequency allocations, the WBAL sessions have recessed until Tuesday, November 25th.

The R.C.A. Service Corporation, a division of the Radio Corporation of America, has leased 30,000 square feet of space on the first and third floors of the former Clark Thread Company mill at Ogden and Gouverneur Streets, Newark, N. J., and will use the space as a warehouse and for servicing television sets.

Because of the success of a civic celebration of National Radio Week in Cincinnati, under the sponsorship of the Cincinnati Gas and Electric Company, a special effort will be made in 1948 to enlist all public utilities in the radio industry anniversary observance. While no date for next year's National Radio Week has been fixed, it will probably be held earlier in the Fall to avoid conflict with the national elections.

A new, high-speed, direct radiotelegraph circuit between the United States and Surinam (Dutch Guiana) by the Mackay Radio and Telegraph Company, an operating subsidiary of American Cable & Radio Corporation, was opened last Monday. The Mackay Radio end of the circuit in the United States will be located in New York while the terminal in Surinam will be operated by the Government Communications Administration, Lands Telegraaf Telefoondienst Suriname.

The League of New York Theatres' Board of Governors last week approved the proposal to curtail first night press tickets. Under the new plan, which must be ratified by the League's general membership before it can become effective, only drama reviewers and editors of metropolitan newspapers will be invited to attend Broadway premieres. Other drama department personnel, radio commentators and newspaper representatives will receive accommodations to second nights.

Cody Pfanstiehl, Director of Press Information at WTOP-CBS, has been appointed Promotion Manager in addition to his Press Information duties, Carl Burkland, General Manager of WTOP announced this week.

Mr. Pfanstiehl came to WTOP-CBS in July, 1947, after 11 months on the publicity staff of Warner Bros. Theatres in Washington. He served four years in the AAF. For three months after his discharge he was announcer and special events man for WFBC in Greenville, S. C.

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Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1802

November 26, 1947

ARMSTRONG WINS FM FIGHT; FORCES FCC EXPERT TO ADMIT ERROR

There was an exciting finish to a three year old FM controversy at the Federal Communications Commission last week when Dr. Edwin H. Armstrong, inventor of FM, who had previously been described as having been given the "bum's rush" every time he opposed the testimony of the FCC's expert K. A. Norton, turned the tables when Mr. Norton was called to the witness stand by forcing Norton to admit under oath that technical advice he had given to the Commission was totally in error.

When cross-examined by Dr. Armstrong as to certain conclusions which Mr. Norton had reached and upon the basis of which the Commission had "kicked FM upstairs" from the 44-50 megacycle band to the 88-108 mc. band in 1944 thereby, it is alleged, almost wrecking the FM industry, Major Armstrong very quietly said to Norton:

"But you were wrong?"

To this Norton, who for years despite contradiction from Dr. Armstrong and almost every outstanding radio engineer in the country, had been trying to prove that his advice given to the Commission had been based upon sound principles, replied blithely:

"Oh, certainly. I think that can happen frequently to people who make predictions on the basis of partial information. It happens every day."

Apparently members of the Communications Commission conducting the hearing were themselves dumbfounded at such an admission by their own witness for as one observer put it, there was a sudden silence and "a pin dropped at that time would have sounded like a ton of coal".

With the witness thus unexpectedly admitting that he had given the FCC bad advice, Dr. Armstrong turned to Acting FCC Chairman Paul A. Walker and said:

"That is the point I would like to make, Mr. Chairman, the type of engineering advice this Commission has been given, and that has resulted in chaos to those of us who have been trying to do an engineering job."

To which Mr. Walker replied: "The record will show your statement, Major Armstrong."

Dr. Armstrong led up to Mr. Norton's admission by recalling that in 1945 the latter had declined cross-examination regarding the basis of FM advice given to the Commission on the ground that it was a classified matter, and suggested that a secret hearing be held under the auspices of the military. Also that when Charles R. Denny, then General Counsel for the Commission, made arrangements for the

meeting, he told Mr. Norton it had been suggested that Norton had made certain fundamental errors, and asked him whether he would be able to substantiate his conclusions at the secret session, the reply was "Yes, I certainly will be able to substantiate those conclusions at such a session."

Whereupon the following exchange took place:

By Dr. Armstrong: Q. "Now did you substantiate them, Mr. Norton?"

Mr. Norton: A. "Yes, sir, I did."

Q. On 80 megacycles?

A. The conclusions I had reference to were the conclusions as to the presence of long-distance high signal intensity F layer transmissions in the band up to 50 megacycles, which was the band then proposed for FM broadcasting.

Q. But you said 80 megacycles, Mr. Norton.

A. I said 80 megacycles relative to what I would have expected, yes, that is right; at that time, based on the available information I had at that time.

It was then that Dr. Armstrong exclaimed: "But you were wrong!" Following which Norton, who had prefaced his appearance by saying that he proposed to introduce his own "interpretation" of previous testimony in view of "continued statements by Dr. Armstrong that he had made a basic error", made the unexpected admission, "Certainly, I was wrong."

However, Dr. Armstrong still wasn't through with the witness. He desired to delve into the No. 1 top mystery as to who at a secret FCC meeting had doctored the report finally given to the press. The charge was that the confidential report made to the Commission admitted that Mr. Norton, who is now employed as an expert at the National Bureau of Standards, had made a serious basic error in his calculations which the Commission later took as a basis for boosting FM upstairs.

So Dr. Armstrong resumed the examination of Norton by saying:

"Now, when the public report was issued, something was deleted. A sentence was deleted and there was substituted therefor something else, which denied that an error had been made. This is the sentence that was substituted, or, rather, the two sentences:

> "'A satisfactory explanation regarding the appropriate method to be employed in the analysis of this problem was furnished by Mr. Norton during the closed hearing. This analysis indicated that no error had been made in this report.'

"Do you have any knowledge, Mr. Norton, as to who made that substitution?"

A. "No, I do not, and I had no knowledge it was made, prior to the time it was made."

Dr. Armstrong urged the Commission to make a permanent assignment of FM's use of the radio band from 44 to 90 megacycles. It is now being used to hook up 29 eastern FM stations direct by air into a pioneer FM network which 117 more stations are asking to join and Dr. Armstrong asked its permanent retention for that purpose.

Scoring the inadvisability of "stop gap" allocation by sharing the 44-50 megacycle channel with television and emergency services, Dr. Armstrong observed that the only concrete result would be another delay to FM caused by "piecemeal" decisions of FM matters by the FCC. Armstrong said it was too late to move FM back downstairs but urged again that FM be given the 44-50 mc channel for relays.

Dr. Armstrong quoted the president of RCA as telling him in 1934 that FM "is not an ordinary invention. It is a revolution."

"From that day to this", Dr. Armstrong charged, "you will find the hand of the management of RCA working in the background against the advancement of FM broadcasting."

A supplemental brief was filed by RCA and NBC relating to the FM inventor's charges. "The accusations against RCA and NBC have no foundation in fact. RCA and NBC unequivocally and categorically deny these charges", the brief stated.

J. E. Brown, Assistant Vice-President and Chief Engineer of Zenith Radio Corp., testified that FCC's proposal is "incorrect, inadequate, and harmful to the public interest, particularly in rural areas."

Before last week's hearing it seemed very likely that the 44-50 mc. band would be assigned to emergency services such as fire, police, etc., but the opinion now appears to be that FM's chances for remaining there have greatly improved.

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ENGLAND HAS 9,291,472 RADIOS; 21,387 TELEVISION SETS

The number of radio receiving licenses in effect in the United Kingdom in a survey just reported was 10,898,781. Of these 9,291,472 were in England, 1,036,033 in Scotland, 415,327 in Wales, and 155,949 in Northern Ireland. In addition, 21,387 television receiving licenses were in effect, all in England.

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RECORD SET PRODUCTION INDICATES HEAVY CHRISTMAS SALES

Radio set production, including television receivers and FM-AM sets, broke all industry records in October and indicated preparations for heavy Christmas sales, the Radio Manufacturers' Association revealed this week.

For the rirst time in the industry's history more than 2,000,000 radio and television receivers were manufactured by RMA member-companies, in one month. FM-AM sets produced in October numbered 151,244 and were well above the production of any other month this year. Television receivers manufactured also reached a new high of 23,693 although the September reported figure of 32,719 was higher due to the inclusion of 16,991 sets produced earlier but not reported.

Total radio and television set production by RMA manufacturers numbered 2,002,303 in October and brought the year's ten-month total to 14,364,218.

FM-AM sets for the ten months totalled 830,106, while television receivers for the same period numbered 125,081. The television set production in October represented an increase of 110 percent over the average output for the previous nine months.

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FARNSWORTH WILL SPONSOR "METROPOLITAN OPERA AUDITIONS" ON ABC

The "Metropolitan Opera Auditions Of The Air" which, between 1936 and 1945, added 42 new young artists to the Metropolitan Opera Association, will return to the American Broadcasting Company's list of broadcasts on January 4 and will be heard weekly thereafter. This was announced by E. A. Nicholas, President of the Farnsworth Television & Radio Corporation, which will sponsor the series in behalf of Capehart and Farnsworth radio, phonograph and television sets.

Mr. Nicholas said: "Electronic television as created by our company will one day serve grand opera and the musical world along with radio broadcasting. With radio, records and television, the American public within a few years has become familiar with the best in music, something that in the older nations of the world necessitated centuries of inculcation before their appreciation of the fine arts was accomplished."

"Once upon a time it was customary to look askance at anything artistic done in this country", Mark Woods, President of ABC, said. "Caruso, Tetrazzini, Scotti were all 'imported' and although there were a few, a mere handful, including that great American artist who recently died, Louise Homer, it was believed that Americans were incapable of competing with foreign artists at the Metropolitan. The Metropolitan Opera Auditions Of The Air proved how fallacious was such a belief."

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MACKAY OPPOSES RCA'S OVERSEAS CIRCUITS RECONSIDERATION PLEA

Mackay Radio and Telegraph Company by its attorneys James A. Kennedy, John F. Gibbons and John A. Hartman, has filed with the Federal Communications Commission its opposition to the reconsideration of the recent grants to Mackay of circuits to Finland, Portugal, Surinam and The Netherlands, requested by the Radio Corporation of America (Heinl News Service, November 12, Page 5).

Mackay devotes more than half of the twenty-seven pages of its brief to the argument that RCA cannot properly object to the grant of these "Special Temporary Authorizations" to Mackay because RCA has from time to time asked for and received from the FCC, similar "S.T.A.'s" Mackay says "RCA cannot now be heard to challenge the propriety of a licensing procedure, expressly provided for in the Commission's Rules and Regulations and which it has invoked many times for the purpose of obtaining temporary authorizations to use regularly licensed frequencies and equipment to permit operations which it now says can only be authorized by regular licenses or modifications thereof, as provided in Section 309(a) of the Act."

Again Mackay says "RCA's condemnation of a licensing procedure which has become well established under Commission practice must be weighed, and adjudged accordingly, in the light of RCA's recognition of the propriety of such procedure in seeking instruments of authorization for its own use".

Mackay also says, "RCA incorrectly assumes that the Communications Act itself requires a specific license authorizing communication to each foreign point. This is not so . . . . So far as the law is concerned, the Commission could, if it saw fit, license a transmitter with blanket authority to communicate with all countries in Europe or with any other general area."

RCA's contention that the Commission in this case made no "Finding" of public interest, convenience or necessity is answered by Mackay by saying that the decisions cited by RCA on this point are inapplicable because they do not cover cases involving Special Temporary Authorizations, but rather, regular licenses were involved. Furthermore, the standard printed language on the S.T.A.'s, Mackay claims, "shows by clear implication that the Commission has made a determination that public interest would be served by the grant."

Finally, taking up "Public Interest and Competition", Mackay discounts the Oslo and Rome decisions, cited by RCA, in which cases Mr. James A. Kennedy was attorney for the FCC at that time, and claims that the grant in question "is manifestly a recognition by the Commission of the national policy as more clearly emphasized by the Congress in recent years since the early decisions in the Norway and Italy Cases". Mackay cites in this connection Section 314 of the Act, forbidding combinations of cable and radio companies under one management as in the case of the American Cable and Radio Corporation of which Mackay is a part, and quotes from the decision of the

Commission in the recent rate case (Docket 8320) where reference is made to the fact that "Congress has not approved any proposals looking toward merger of the United States international telegraph carriers".

Therefore, Mackay contends, the destructive competition of which RCA complained in its petition is quite in order and Mackay concludes "It is respectfully submitted that the Commission granted the applications involved herein after full argument on October 7, 1947, and after mature consideration of all questions involved; that RCA's petition herein fails to disclose any newmatters not heretofore considered by the Commission; and, therefore, the petition should be denied."

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UNION SHOP GRANTED IN WASHINGTON, D.C., RADIO STATION STRIKE

A 24-day strike at Radio Station WOOK ended Monday with an agreement between the station and the Washington local, American Federation of Radio Artists (AFL).

According to a statement prepared jointly by union and management negotiators, the station agreed to:

1. Recognize AFRA as the exclusive bargaining agent for announcers and radio artists.

2. Cooperate within the law in steps looking toward the early establishment of a union shop at Station WOOK.

Collective bargaining between the disputants led to a partial agreement covering wages, hours, overtime vacations and sick leave, the statement said. The parties agreed to meet next January to negotiate other terms of a more complete agreement.

The agreement provides for arbitration of further disputes and prohibits strikes or lockouts through October 30, 1948, termination date.

Four announcers and a disc jockey were involved in the walkout, which Jesse R. Messittee, union attorney, attributed to "grossly unfair labor practices committed by the station". Richard Eaton, the firm's president, said the "strike was called without notice and solely for economic reasons."

Messittee said the union won a reduction in the workweek to 40 hours from 44, overtime after eight hours, a basic wage scale beginning at $45 weekly, one week's vacation after 26 weeks and two weeks' vacation after a year.

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WHITE TRIES TO QUIT SENATE LEADERSHIP; DENIES RIFT WITH TAFT

Drew Pearson's ABC broadcast last Sunday night that Senator Wallace White, Jr., (R), of Maine, intended throwing up the Senate leadership because he couldn't get along with Senator Bob Taft (R), of Ohio, brought forth a denial from Senator White.

The Maine Senator, however, admitted that he had recently submitted his resignation as majority leader but the Republican conference refused to accept it.

"I tendered my resignation", Mr. White said, "because I had become persuaded that the duties of floor leadership, along with those involved as Chairman of the Interstate and Foreign Commerce Committee, as well as membership on the Foreign Relations Committee, involved greater obligations than a Senator could fully meet.

"I was disposed to give up the floor leadership."

Senator White said the resignation was handed to Senator Eugene D. Millikin of Colorado, Chairman of the Republican conference, who brought it before a meeting of the Republic policy committee about a week ago.

The conference subsequently declined to accept the resignation, Mr. White added, and suggested that he withdraw it.

"I did so", he commented.

Mr. White, 70 years of age, co-author of both the original Communications Act and the pending revision, has been in the Senate since 1930, after previous service in the House. He has announced that he will not run for office next year.

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RADIO PROXIMITY FUZE LAST WORD IN FOREST FIRE FIGHTING

Airborne fire extinguishers equipped with the radio proximity fuze appear to offer a rapid and practical means for combating forest fires, according to extensive tests in which the National Bureau of Standards participated, along with other Government agencies, during the Summer. Characteristics of the radio proximity fuze make it particularly adaptable for fire fighting. Because it bursts the fire-extinguishing bomb at the desired height above the ground, it sprays the extinguishing material, which may be water or a fire-smothering chemical, over the burning area. If the bomb does not burst until it hits the ground, nearly half of the material in the bomb remains in the crater, and the remainder is sprayed over a very narrow area.

The radio proximity fuze, developed at the Bureau during the war, is an extremely small and tough radio sending and receiving station. Immediately upon being released, it begins to transmit radio signals. These signals are reflected back to the fuze from the ground, and when they reach a certain intensity or strength, the receiver triggers an electronic switch that detonates the bomb.

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ELECTRIC PLANE SPACE RESERVATION TO SAVE $10,000,000 A YEAR

Development of an electro-mechanical device, known as "ABEX", (automatic booking exchange), designed to simplify and expedite the handling of passenger space reservations on airlines was disclosed Tuesday by the International Telephone and Telegraph Corporation.

It is estimated that the over-all cost for the booking and handling of passenger space reservations currently runs in the neighborhood of $20,000,000 a year. Through the automatic handling of space reservations a projected savings in operational expense of this nature of ultimately up to 50% is forecast.

Each airline's ticket agent will be supplied with a keyboard and a printer by means of which he can have access to information on all flights of the airline whether they originate at his own station or not. He can transmit signals which will represent the customer's desires with respect to date, flight number, departure point, destination point, and number of seats desired.

Immediately, without the intervention of any other human agency, the automatic central equipment will record in the salesman's machine, information as to whether or not the space is available. If the space requested is not available, the machine will automatically examine other flights to find the nearest one which will serve the passenger's needs.

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FCC CITES WASHINGTON DEALER FOR RADIO TUBE MISREPRESENTATION

The Federal Trade Commission has approved a stipulation in which Harry J. Brown and Samuel J. Brown, co-partners trading as Brown Brothers Enterprises and as Major Radio and Appliance Co., Washington, D. C., agree to stop representing that any radio receiving set contains a designated number of tubes, ir os of a designated tube capacity, when one or more of the tubes referred to are devices which do not perform the recognized and customary functions of radio receiving set tubes in the detection, amplification and reception of radio signals.

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TV INDUSTRY VALUE SEEN ZOOMING INTO ASTRONOMICAL FIGURES

The following figures were submitted to the Federal Communications Commission at the hearing last week by J. R. Poppele, President of the Television Broadcasters' Association, to emphasize the need for additional television channels:

Dollar Value of TV Station Equipment - Annual Industry Production:

1947	1948*	1949*
$4,700,000	$10,350,000	$12,000,000

Number of Television Receivers - Annual Production:

1947	1948*	1949*
176,000	750,000	1,106,000

Dollar Value of Television Receivers - Annual Production:

1947	1948*	1949*
$74,000,000	$387,000,000	$460,000,000

Dollar Value of Total TV Apparatus - Annual Production:

1947	1948*	1949*
$79,000,000	$397,000,000	$472,750,000

* Estimated

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FCC FORMALLY APPROVES SIX LETTER CALLS - FOUR PLUS "FM", "TV"

The Federal Communications Commission has authorized Scripps-Howard Radio, to use the call letters of its television station at Cleveland, Ohio (WEWS) for its new FM (Frequency Modulation) station in Cleveland - thus WEWS-FM. In so doing, it provided for issuance of six-letter calls (four letters followed by FM or TV) regardless of whether or not the applicant has an AM broadcast station.

The practice of adding "-FM" and "-TV" to calls arose from a desire of licensees of AM broadcast stations to employ the call letters of the latter for their frequency modulation or television stations. Independent FM and television stations also indicate a desire to use the identifying suffix. Since such assignments do not require any more letters in basic call combinations, the Commission has no objection to the practice.

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WAR ASSETS TO WIND UP ELECTRONIC SUPPLIES EQUIPMENT SALES

War Assets Administration has notified distributors of surplus electronic equipment that sales through them will be terminated March 1, 1948. Should any inventory remain in the hands of distributors after that date, WAA said, it will be disposed of by donations to educational institutions.

WAA said distributors now have a large inventory of electronic equipment comprising a variety of end equipment, radio components and vacuum tubes. However, disposal progress has indicated that present distributor inventories will be largely depleted by March 1.

It is anticipated, WAA added, that there may be no opportunity to purchase electronic equipment from the government after the distributor disposal program is terminated.

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MANUAL OF INSTRUCTIONS FOR RADIO PROPAGATION PREDICTIONS

Instructions for the use of the National Bureau of Standards's monthly periodical, "Basic Radio Propagation Predictions - Three Months in Advance", have been prepared in the form of a separate manual that is now available as NBS Circular C-465. The purpose of this manual is to explain how the monthly predictions may be used in calculations of usable and working frequencies for sky-wave transmission. Maximum usable frequencies and optimum working frequencies may be computed over any path for any time of day during the month in question. Prediction charts are included for two recent months and sample problems are given for four paths, with a discussion of differences in results because of length of path, the ionosphere layer controlling reflection, season of the year, and degree of solar activity.

An attempt is made to emphasize that the most important case of all, namely, transmission by the F2 layer over a transmission path more than 4,000 km in length, can be calculated in a very simple manner. The pamphlet also contains other useful data, including tables, charts, and specimen work sheets.

The manual known as Circular C465 may be obtained from the Superintendent of Documents at 25 cents a copy. The subscription rate to Basic Radio Propagation Predictions is $1 a year.

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PHONEY RADIO TRADE-IN ALLOWANCES OPPOSED

Most radio receiving set manufacturers are opposed to the use of fictitious trade-in allowances, are not making such offers to the public and hope that effective steps can be taken to curb such allowances, according to a poll of thirty such manufacturers by the National Better Business Bureau in New York. Recently, the bureau noted, there has been a revival of $100 for Your Old Radio" trade-in offers and others "less fantastic".

No manufacturer attempted to defend fictitious trade-in offers or stated that it would be his policy to advocate such trade-ins. A few indicated some doubt about their policy if the practice again becomes general. Some pointed to the difficulties of controlling abuses, while some were frankly pessimistic over the possibilities of outlawing the fictitious trade-in.

An appeal to correct this situation was backed by the Merchandise Committee of the Association of Better Business Bureaus. The Committee coupled its action with a warning that it will carry on an aggressive fight to inform the public of the deceptive nature of the practice.

Gail Ussery, Chairman of the Committee and General Manager of the Baltimore Better Business Bureau, declared the organization is not opposed to trade-in allowances as such, but termed those offered without relation to the value of the set traded as "symbols of dishonesty".

Kenneth B. Willson, operating manager of the National BBB, said that response to a letter sent to thirty leading manufacturers had brought a 100 per cent pledge of cooperation. The counter campaign will include publicity and filing of evidence with the FTC and advertising media.

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HERBERT HOOVER, JR., PATENTS RADIO PROSPECTING DEVICE

A seismic amplifying system providing, in geophysical prospecting, for the controlled variation of seismic wave sensitivity during recording, was patented last week by Herbert Hoover, Jr., of Sierra Madre, Calif., son of former President Hoover.

It is Patent 2,430,983 on a way to obtain first breaks in translating seismic wave-trains, and, at the same time, to control the sensitivity of the receiving apparatus in a manner which compensates for variations of the amplitudes of waves following immediately thereafter.

As designed by Mr. Hoover, who has assigned his rights to the United Geophysical Company of Pasadena, Calif., his invention consists of an amplifier, a source of sensitivity control; and timing means, independent of incoming signals, for adjusting the resistance means at predetermined time intervals.

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CONSTRUCTION OF C. & O.'S TRAIN TELEPHONE SERVICE OK'D: COST

Experimental telephone service for two Chesapeake and Ohio Railway trains was furthered by the Federal Communications Commission in authorizing construction of wire lines along the right-of-way between Orange, Va., (near Washington, D. C.) and Cincinnati, Ohio, and mobile tie-in apparatus. The estimated cost of the system is $358,900.

Public toll telephone service will be available in the observation cars. Communication will be by the inductive method, giving the trains contact with the wayside wires which, in turn, will link with the Bell telephone system.

Frequencies of 142, 162, 180 and 198 kilocycles are assigned on a temporary basis, conditioned that there is no interference to other services, in connection with testing common carrier radiotelephone inductive systems. An Experimental Class 2 license was granted for a period of six months and the Commission's low-power rules waived to see what means are required in order to operate this service satisfactorily with the minimum radiated signal.

The system proposed is similar to that authorized last year for communicating with trains of the Kansas City Southern Railway between Kansas City, Mo. and Shreveport, La. This was the first grant of that nature. Last August, telephone service was inaugurated for certain trains of the Pennsylvania and Baltimore & Ohio railroads on the Washington-New York run.

This type of common carrier train telephone communication does not come within the scope of the established Railroad Radio Service which covers use of radiotelephony by rail line personnel for train operation and yard and terminal traffic control.

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BBC CLIMAXES 25TH ANNIVERSARY BY TELLING ABOUT TELEVISION

The story of the first regular service of television in the world - the British Broadcasting Corporation's Television Service - supplied what is claimed to be a climax to the special programs that have been marking the twenty-fifth anniversary of British broadcasting.

The first regular television transmissions in Britain began in 1932 on an experimental basis in a basement studio in Broadcasting House. Four years later on Nov. 2, 1936, a regular public service of daily transmissions to viewers in the London area began from Alexandra Palace. Britain then and for a considerable time afterwards was said to be the only country in the world with a regular daily television service to the public, and the development in Britain of this new form of entertainment attracted world-wide interest.

The outbreak of war meant unfortunately the abrupt close-down of television in Britain. The service was suspended, and the transmitters lay idle until British television was resumed in June of last year. Today viewers in the London area are able to see four hours of programs every day - including plays, variety, ballet, interviews, sport, public events, and illustrated talks.

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SCISSORS AND PASTE

Washington Society Reporter Sizes Up Major Armstrong
(Mary Van Rensselaer Thayer in "Washington Post")

FM's inventor, Maj. Edwin H. Armstrong, is in town and is an amazing person. Big, stooped, bald-headed, he is a gourmet, a fast driver, runs up several thousand dollars in monthly telephone bills, long-distancing his manufacturers, radio hams, licensees, scientific friends. Hailing unromantically from Yonkers, son of the American representative of the Oxford Press, while still in his 'teens he discovered the regenerative circuit which makes the vacuum tube useful, invented the super-heterodyne which makes ordinary radio what it is today.

As major in World War I, assigned to tracking down spies by listening in on their "air" conversations, he stumbled across what is known in radio parlance as the "upper circuit".

In this last war he worked out the best of the walkie-talkies, gave the Government free of charge all his licenses, royalties, though they were to be in force, paying him income only four more years. By this gesture the Government was assured its most important single means of wartime communication.

Right now the major does his experimenting at Alpine, N.J., where he erected a 400-foot tower, which, except for the Eiffel Tower, is the world's highest all-steel contraption. Oddly enough, he and his wife live in New York's social River Club, have a good time when they can entangle themselves from radio tubes and aerials.

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Candid Mike Eavesdrops On The Unsuspecting
(R. W. Stewart in "New York Times")

The modest office of Allen A. Funt, radio productions, on Vanderbilt Avenue, wearing a shabby look with an honest air, really is a trap. Within those short confines Mr. Funt and his accomplices plot, for their mutual profit, to prolong indefinitely what amounts to a huge practical joke, and the fact that radio has become interested is not at all incidental. They call the results of their inquisitorial efforts "Candid Microphone";WJZ-ABC gives the program network circulation Thursday nights at 8.

Eavesdropping is the devious metier of these gentlemen, at which they have developed uncommon proficiency. Capitalizing on hidden microphones, they practice their art in places or preconceived circumstances most likely to inspire unguarded conversation, which is captured on a recording tape. The remainder of their formula is almost mechanical: the tape is edited, an invariable necessity, if only to bring the wordage within the thirty minutes allotted them on the air, and the end product is put on disks for broadcast.

It should be reported here, perhaps, that these inadvertent contributions are not used without permission from the originators, who, in exchange for this privilege, receive from $5 to $15. Obstinate cases - those not really appreciative of the humor involved - might yield if $25 is enough.

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Radio Bonanza - No?
("Editor and Publisher")

Two reports of the Federal Communications Commission appearing in the last two issues of Editor and Publisher should make interesting reading for newspaper publishers recently embarked in running a radio station or contemplating same.

Time was when the mere grant of a wavelength, erection of a station, and the flick of a switch putting it on the air was practically a guarantee that with a little programming sense the project would be a big money-maker. Times have changed for radio.

Since V-J Day 259 new AM stations have gone on the air. Only half of them have been able to make money. The others are in the red and have been since the start. In addition, there has been a decline in the net broadcast revenues of all stations.

The FCC estimated there will be 2,250 AM stations on the air by the end of next year. There is no estimate of the number of FM stations, but we know there will be quite a few. Aside from the competition these stations will give each other in every city, as a group they will be competing with other long established media, namely newspapers, for the local advertiser's dollar.

Obviously, radio is no longer the bonanza it was.

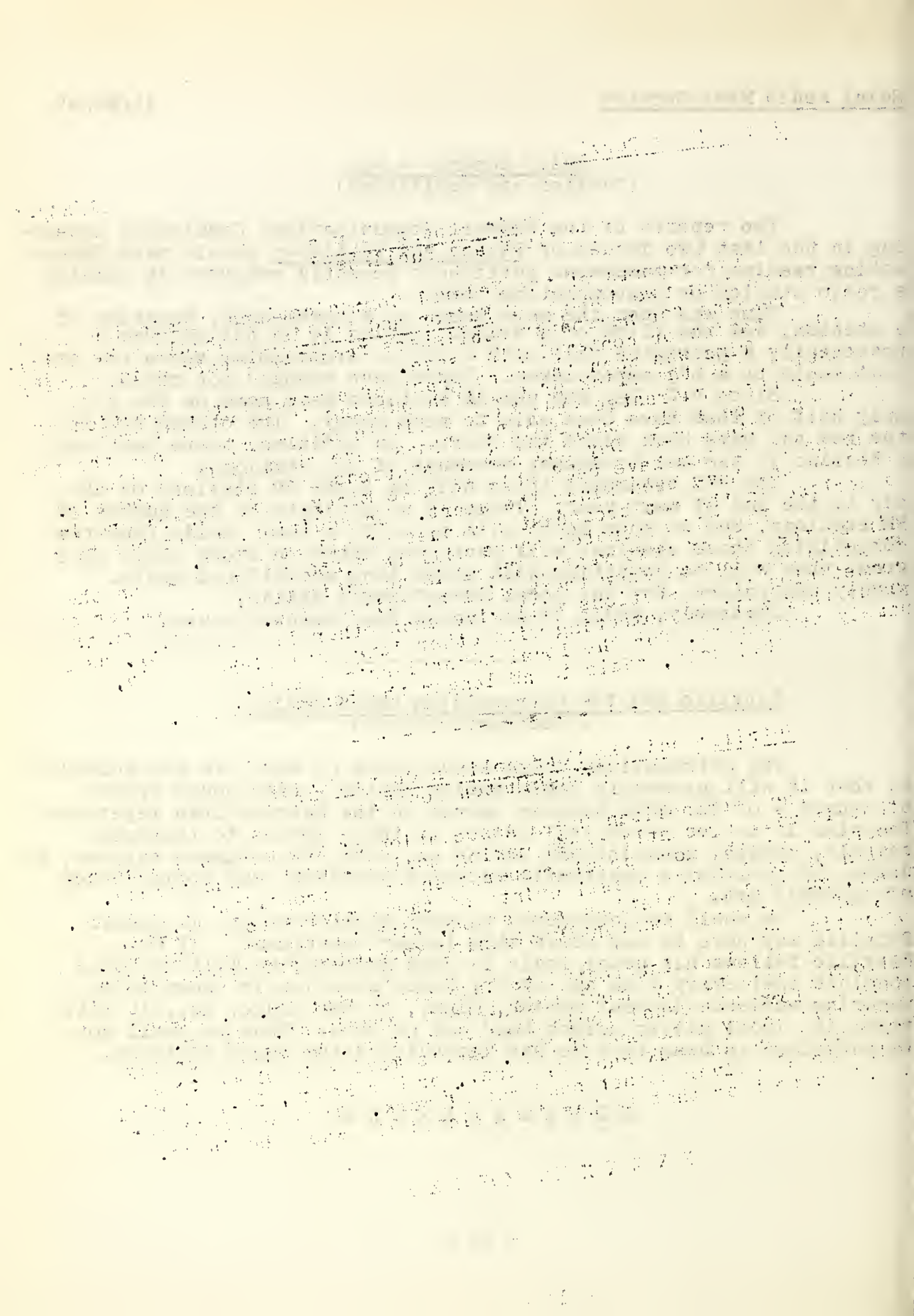
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Petrillo and the Metropolitan Opera Movies
("Washington Post")

The Metropolitan Opera Association of New York has announced that it will presently begin making movies - with sound tracks, of course - of the more popular operas in the Metropolitan repertory. The plan is to let or to sell prints of these movies to theaters, schools, musical associations and so on, with the ultimate purpose, no doubt, of creating a constantly widening knowledge and appreciation of operatic art.

We shall be interested to know about what Mr. J. Caesar Petrillo may have to say about this latest experiment. If Mr. Petrillo follows his usual logic in such matters, he will probably conclude that every time one of Mr. Feher's movies is shown to an admiring audience in Sauk Rapids, Minn., or Mer Rouge, La., it will throw the local silver cornet band out of work. Thus we shall not be surprised to hear that he has interdicted the whole business.

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TRADE NOTES

The first paper to carry a daily listing of television programs in the Capital is the Washington Daily News (Scripps-Howard). It began last Monday.

Directors of the Philco Corporation declared this week a year-end dividend of 50 cents a share on the common stock, together with the regular quarterly of 37½ cents a share. In addition, the Board voted a stock dividend on the common stock at the rate of one share for each 20 held. The cash dividend brings total disbursements for 1947 to $2, or double the amount paid to shareholders last year.

The opening of a new direct radiotelegraph circuit between the United States and Havana, Cuba, was announced last week by the Mackay Radio and Telegraph Company. The Mackay Radio end of the circuit in the United States is located in New York while facilities in Havana will be operated by the Radio Corporation of Cuba.

Scientists at the National Bureau of Standards in Washington are initiating a project for the observation and analysis of radio noise generated by the sun, a companion project to cosmic radio noise studies already in progress. The new investigation will seek to determine the range of frequencies broadcast from the sun, received intensities, and the correlation of solar noise with other solar, interstellar, and terrestrial phenomena.

Misrepresentation of a cough syrup is charged in a complaint issued by the Federal Trade Commission against Foley & Co., 945 George St., Chicago, alleging that the respondents have represented in newspaper and radio advertisements that Foley's Honey & Tar Compound is a remedy or a competent or effective treatment for colds and sore throat and coughs due to colds.

Characterizing these representations as false and misleading, the complaint avers that the value of the preparation is limited to its demulcent and mild expectorant properties.

Collins Radio Company - Year to July 31: Net loss before special reserves was $113,195 and after including special reserves, net income was $17,746, compared with net income of $1,213 for previous fiscal year; net sales, $12,151,266 against $13,023,200.

A new RCA "AB" battery pack, VS-099, for farm radios, announced as the finest commercial "AB" farm radio pack ever developed, is now being marketed by the RCA Tube Department and features a new 1½-volt "A" and 90-volt "B" battery.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1803

December 3, 1947

12-STATE CONFERENCE INDICATES FAST GROWING TV INTEREST

Doffing its swaddling clothes, the Television Broadcasters' Association Clinic in New York next week Wednesday, December 10th, will be attended by a coast to coast representation of twelve States. The Association now has 53 members but actually several hundred representatives from organizations affiliated with the Association will take time off to see how far television has advanced since the last meeting.

Highlights of the one-day gathering will include a demonstration of the Bell System's recently opened experimental microwave relay system between New York City and Boston; talks by three engineers from Eastman Kodak Company in Rochester, N. Y., on rapid processing of film for television purposes and recording of television images on film for transcription purposes; presentation of the annual TBA Awards for outstanding contributions to the development of television as an art; frank discussion by television broadcasters of current problems in closed session, and election of directors and officers at the Annual Meeting of TBA.

The Television Clinic will convene at 11 o'clock in the Jade Room of the Waldorf-Astoria, with the Affiliate Members Panel being conducted by Ernest A. Marx, Du Mont executive, Chairman of the Executive Committee of Affiliates. This session will be open to active, affiliate and educational members of the Association, J. R. Poppele, President of TBA, stated.

Speakers at the Panel meeting include three representatives from the Eastman Kodak Company who will discuss film recording and rapid film processing for television. Dr. William Feldman will speak on "Kodak's 16 mm Television Recording Camera"; Charles E. Ives will speak on "The Rapid Processing of Motion Picture Film for Television", and T. G. Veal will discuss "Motion Picture Films for Television Recording".

A. F. Wild of the Electronics Division of the General Electric Company will present an illustrated lecture on "Microwave Relays". William Morris, Jr., and Bob Gordon of the William Morris Agency will present an entertaining paper on "Talent Answers Television Challenge" in which prominent personalities of the entertainment world will participate.

Douglas Day of the Buchanan & Company agency is arranging a special presentation on "The Advertising Agency Views Television", which will conclude the morning Panel meeting. The Awards Luncheon will be open to non-members as well as members.

Climaxing this session will be a demonstration of the Bell System's microwave relay between New York and Boston by M. E. Strieby, staff executive of the American Telephone & Telegraph Company. Special installations, including a battery of television receivers, will be made in the Astor Gallery at the Waldorf where the luncheon is to take place.

At the close of the luncheon session, the Directors of the Association will meet to elect officers for 1948. The final Panel meeting will begin at 3 o'clock and will be open only to Active members of TBA. Lawrence W. Lowman, Vice-President in charge of Television for the Columbia Broadcasting System, will preside.

Several papers are to be presented and an open forum discussion will follow. Those to be heard include;

Neil H. Swanson, Vice President of the Baltimore Sun in charge of television station WMAR in Baltimore, who will speak on "Getting a Television Station on the Air". G. Emerson Markham, Stations Manager for the General Electric Company in Schenectady and Vice President of TBA, who will discuss "Local Television Station Programming".

James D. McLean, Commercial Manager of WPTZ, Philco station in Philadelphia, will speak on "Local Commercial Television Sales". Robert E. Shelby, Director of Television Engineering operations of the National Broadcasting Company, will discuss "The Network Story - Relays, Coaxial, Stratovision, Kinescope Recordings". Scott Helt of the DuMont Television Network will speak on "Engineering Problems of Local Remotes".

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FCC PUTS ITS O.K. ON WIRE TAPPING

The Federal Communications Commission has authorized the use of recording devices in connection with interstate and foreign message toll telephone service, subject to an automatic tone warning which will notify all parties so engaged that their telephone conversation is being recorded.

The latter will produce a distinct signal that is repeated at regular intervals during the course of the conversation. Such a warning device may be furnished or maintained by anyone, whether or not a telephone company, provided that it meets certain characteristics.

However, the order specifies that the recording device shall be of the type which can be connected to and disconnected from the telephone line, or switched on and off, thereby enabling subscribers to limit the use of the device to the recording of interstate and foreign telephone calls where such use is prohibited in connection with intrastate telephone service. The order further provides that the equipment necessary to connect a recorder to the telephone line shall be provided, installed and maintained by a company or other organization responsible for furnishing telephone service.

It was further ordered that the telephone companies shall undertake an appropriate publicity program designed to inform telephone users generally of the use of such devices and of the import of the warning signal. At the same time, the carriers were required to cancel any tariff regulations which have the effect of barring the use of recording devices and to file new tariffs to cover their use.

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CHICAGO STRIKE-BOUND PAPERS GAME; LEAN HEAVILY ON RADIO

Despite the terrific fight of the Chicago strike-bound newspapers with photo-engravings of typewritten copy - even carrying radio programs - the Chicago broadcasting stations are carrying the heaviest news burden in their history.

Three stations in Chicago are newspaper owned - WGN, Chicago Tribune; WJJD (Marshall Field's Chicago Sun-Times); and WIND (partially owned by the Chicago Daily News). They broadcast 29 news programs sponsored by the six Chicago newspapers combined.

WMAQ owned by the National Broadcasting Company stepped up the number of its news broadcasts. WBBM, owned by the Columbia Broadcasting System, put on about 25 additional news broadcasts.

"Greatest difficulty in providing late news", the Chicago Tribune explained, "is in processing it. With this in mind, WGN and other radio stations are preparing to supplement the printed papers. The radio stations will have access to all news material gathered by our own reporters as well as by AP and other wire services."

As Chicago newspapers switched to emergency typesetting techniques due to the typographers strike, Chicago's WIND, already carrying 37 regular newscasts a day, elaborately extended its news presenting facilities.

November 1st, Ralph Atlass, President of WIND, wired stations which had been outstanding in their handling of news while papers were on strike in their cities, and from these WIND formulated its emergency paper-strike plan which has now been put into effect.

In addition to WIND's news on the hour, twenty-four hours a day and 13 additional newscasts on the half hour through the day, there are also two regular sports reviews each evening which are heard seven days a week and were continued. Augmenting this intensive schedule, WIND added five news writers to its staff to prepare eight fifteen minute summaries each day and a half-hour "Newspaper of the Air" 4 times daily.

WIND's news staff worked in cooperation with The Chicago Daily News.

At all Chicago broadcasting stations the long line formed to the left of old advertisers desiring to place additional copy and new advertisers trying to get aboard for the emergency period.

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CHICAGO'S FM SIGNALS ROUGHS UP LONDON TV; SUNSPOTS BLAMED

In order to accommodate the British and prevent interference with the 3:00 to 4:00 p.m. (London time) television programs in southern England, Commander E. F. McDonald, Jr., President of Zenith Radio Corporation, has asked and received permission from the Federal Communications Commission to change, temporarily, the broadcasting hours of Zenith's FM radio station, WEFM.

The interference, first noticed early last week, is caused by "skip" long range transmissions from the Zenith 45.1 mc FM transmitter. McDonald said that it is a temporary condition brought about by sunspot activity, now at the highest point ever recorded, and will not recur again as a serious problem at such extreme distances for eleven years, when sun spot activity will again reach a high point.

Effective immediately, he announced, and continuing until the sun spot activity wanes in a matter of days or weeks, WEFM will begin broadcasting at 10:00 A.M. Chicago time (4:00 P.M. London time), and continuing until midnight.

Commander McDonald said that this type of interference on the 45 mc wave band is exactly what has been predicted by Major E. H. Armstrong, inventor of FM, and other outstanding radio scientists. He said that the long range transmissions occur in both directions, but that since FM is almost immune to interference the WEFM audience in Chicago has not been annoyed by intruding signals from the London television transmitter.

"The fact that London television is bothered by our FM signals while our FM is not disturbed by London's television, presents further evidence that this 50 mc wave band should be used by FM, and not by television or any other amplitude modulation service.

"Zenith engineers have recently been in Washington urging the Federal Communications Commission to assign the 44-50 mc wave band to FM broadcasting, and to give these other services higher frequencies which are more suited to their requirements."

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TAFT "NO. 1" CHOICE OF COLONEL McCORMICK

Col. Robert R. McCormick, editor and publisher of the Chicago Tribune and owner of Station WGN, told newsmen in Hong Kong that Senator Robert A. Taft is his No. 1 choice for the 1948 Republican nomination.

Colonel McCormick said at a press conference thet he would support Gen. Douglas A. MacArthur for the nomination "only if there is a deadlock over Taft."

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WHITE HOUSE PRIMA DONNA GIVES WASHINGTON RADIO INTERVIEW

Margaret Truman last Saturday participated in her first Washington broadcast since she began her public musical career.

The President's daughter was interviewed by John Adams of WTOP, CBS's presidential reporter. She appeared by special transcription on Mr. Adams' "This Week at the White House" (WTOP, 6:05 PM EST, Saturdays)

The full text of the interview follows:

ADAMS: It is a great pleasure to have you at our CBS microphone, Miss Truman, to talk about your career. What are some of the highlights or great moments of your concert tour?

TRUMAN: I think there are several. One I remember best was in Amarillo. A former Metropolitan opera singer, May Peterson, came to hear me and gave me some very nice reviews. It was a big thrill.

ADAMS: You must have had lots of fine reviews and advice on your trip.

TRUMAN: Oh yes - quite a few. There was an awfully nice time in Oklahoma City singing with the orchestra.

ADAMS: Are you still as enthusiastic as you were about a singing career? Is that what you want to do most?

TRUMAN: I am still sure I want to be a singer and have a career in that line. My enthusiasm is still bright, but you know this concert tour has been something . . .

ADAMS: I understand. You must find travelling quite tiring.

TRUMAN: Yes, it is quite tiring.

ADAMS: Have you met lots of interesting people on these trips? Have you had many parties or much time for fun?

TRUMAN: Well, there haven't been many parties. I found out I can't be a party girl and a career girl too. There have been some awfully nice people on the tour that I met.

ADAMS: But you have to stick to singing and eight hours of sleep every night?

TRUMAN: Absolutely.

ADAMS: What about that remark, Miss Truman, attributed to your father, that he preferred grandchildren to a prima donna in the family?

TRUMAN: I am going to have to see Daddy about that! (Laughing) No comment at this point.

ADAMS: Do you find the public more inclined to accept you now as a singer instead of the President's daughter?

TRUMAN: I find that they are not at first, but after the concerts I give in the cities they usually are more inclined to accept me as a singer.

ADAMS: I suppose you have lots of curious people asking for autographs?

TRUMAN: Oh yes. . .

ADAMS: What about the future? Opera -- movies?

TRUMAN: Well, of course, I would like to go into opera. I think perhaps I shall. But I am mainly concerned with these next concerts and particularly with the one in Washington December 22nd.

ADAMS: Does it look like a sellout?

TRUMAN: That's what they tell me.

ADAMS: We are all looking forward to that concert. I'll be over at Constitution Hall that night too.

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WLWT, MOST POWERFUL TV STATION IN THE WORLD, STARTS IN FEB.

What is said to be the most powerful television station in the world will broadcast its signal from Cincinnati when WLWT, the Crosley Broadcasting Corporation's video station, goes on the air in February.

WLWT is slated to begin operations early next year from a new, high-elevation transmitter site in Clifton Heights, overlooking Cincinnati.

Though the WLWT transmitter is a standard 5,000-watt unit, it will be used in conjunction with a special antenna built for Crosley by RCA.

This extra high-gain antenna, plus its high elevation above average terrain, will give the Crosley outlet an equivalent of 49,000 watts.

J. R. Duncan, Acting Director of television operations for the Crosley Broadcasting Corporation, explains the effective power of 49,000 watts as "that power when radiated from an antenna 500 feet above average terrain". This signal should not be less than 5,000 micro-volts out to 18-20 miles from the transmission site." The

tower and antenna total 571 feet in height, higher than the Washington Monument.

According to Duncan, WLWT will be "by far" the most powerful television station operating in the world.

W8XCT, Crosley's experimental transmitter which has been on the air since June, 1947, will cease operations when WLWT begins broadcasting in February.

Crosley's investment to date in television is reported to be $700,000, plus operating costs averaging up to $8,000 monthly.

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RUMORED FARNSWORTH PATENT RIGHTS PURCHASED BY RCA

It is rumored that the Radio Corporation of America has purchased for a sum running into the millions, rights under Farnsworth Corporation's patents, including television, with the right to license others.

Col. Sosthenes, Behn, Chairman and President of the International Telephone and Telegraph Corporation, in a press conference on Tuesday in New York, among other things referred to the much-discussed merger of the Farnsworth Radio and Television Corporation and the Raytheon Manufacturing Company with I. T. & T. and said that negotiations for either merger or acquisition by I. T. & T., of controlling interest of both companies was still being discussed. Fransworth has 20,000 stockholders and Raytheon has 4,000 stockholders, Mr. Behn declared.

He added that if the three companies became one, there would be a segregation of operations resulting in, for example, a single tube-manufacturing subsidiary and a single-parts manufacturing company that would do upward of $125,000,000 of business annually.

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GE GETS ORDER FOR BOSTON'S NEWEST TV STATION

General Electric will supply complete television transmitting equipment for WNAC, key station of the Yankee Network in Boston, scheduled to go on the air early next year.

The order is the second large one for television transmitting equipment to be announced by General Electric in the last three weeks - the other was for Detroit's new Fort Industry television station WTVO. The company is also building television transmitters for WOR, New York, and WGNA, Chicago Tribune, Chicago.

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FCC PUTS FBI CRITICISM UP TO DURR PERSONALLY; HE REPLIES

The plot thickened at the Federal Communications Commission this week regarding the charge by Commissioner Clifford J. Durr that the Federal Bureau of Investigation submitted "unsolicited reports on individuals connected with radio".

(1) Acting Chairman Paul Walker sent a letter to J. Edgar Hoover washing his (and the Commission's hands of the charges) and handing the hot potato to Mr. Durr; (2) Mr. Durr issued a statement saying that he felt the Commission should welcome relevant information in the discharge of its duties but that they should be based on substantiated facts and not upon gossip or rumor of illegal activities; (3) Commissioner Jones said that he felt the Commission should seek from any source relevant information helpful in the discharge of its duties.

Chairman Walker's letter follows:

Mr. J. Edgar Hoover, Director,
Federal Bureau of Investigation,
United States Department of Justice,
Washington 25, D. C.

Dear Mr. Hoover:

This is in reference to your letter of November 21, 1947, which we discussed last week. The letter referred to an article by Mr. Marquis Childs pertaining to certain statements of Commissioner Durr concerning the furnishing to the Commission by the Federal Bureau of Investigation of "unsolicited reports on individuals connected with radio".

Any statement Commissioner Durr made was on his own personal responsibility. He did not discuss the matter in advance with other members of the Commission, and in making the statement he did not purport to be speaking for the Commission. He has himself requested that we make this entirely clear to you.

The Commission has asked me to express its confidence in the Federal Bureau of Investigation and to advise you that it is desirous of receiving from your Department information concerning matters within the jurisdiction of the Commission.

By direction of the Commission
(Signed) Paul A. Walker
Acting Chairman

Mr. Durr's statement follows, in part:

"Certainly the Commission should welcome, from any source, relevant information helpful in the discharge of its duties. Its decisions, however, must be based on substantiated, relevant facts, and not upon gossip or rumor or non-expert personal opinions on political, economic, or social pholosophies.

"Moreover, as a matter of law, the Commission may not deny a broadcast license to anyone except after a public hearing, and upon the basis of the record made in such a hearing. It would be wholly improper for it to base its decisions on 'information' not contained in the record, and it is wholly improper for anyone to attempt to influence it to make its decisions other than on the basis of the record.

"Information submitted to the Commission is, therefore, of no value unless it is relevant and in form appropriate for the record, or unless it furnishes reliable leads to relevant information which can be presented in a form appropriate for the record.

"Not only must evidence be relevant to the issues upon which the Commission is required to make findings; it must be presented under oath by qualified witnesses. Moreover, it is not only law, but elementary justice, that the witnesses who present such testimony be subjected to the cross examination of the party against whom the testimony is offered.

"It therefore seems to me that it is of little help to the Commission to be informed that an applicant was, in 1944, at the height of the war, reported by an unidentified source as being in contact with another unidentified individual 'who was suspected of possible pro-Russian activity'; or that the applicant was reported by an unidentified informant to have been a visitor in the residence of another individual who was reported by another unidentified source to have been identified by still another unidentified source with Communistic activities; or that it has been reported by an unidentified source that several members of the Board of Directors of an organization with which the applicant is connected have been reported by another unidentified source as being associated with the Communist movement; * * * * *

"The Supreme Court of the United States has said that the social economic, or political views of an individual are not relevant to his qualifications as a broadcast licensee.

"Even if anonymous 'information' of this kind were relevant, the Commission would not know where to turn to locate the un-named persons, and unidentified sources, so that they might be subpoenaed and their testimony produced in an open hearing under oath and subject to cross examination. It is certainly not sufficient for the admissibility of such anonymous information to be informed by the FBI that some of the sources are believed to be reliable.

"The Commission of couras has a general interest in all happenings in the field of radio, including conventions of broadcasters, meetings of radio engineers, scientists, writers, actors, musicians, and commentators. But matters of this nature are as a rule fairly well covered by the newspapers or the radio trade journals. In view of its many other heavy responsibilities, therefore, I think the FBI might well be relieved of the burden of forwarding to the Commission, confidentially and by special messenger, the published programs of meetings at which broadcasters, radio commentators, and others are speakers.

"The FBI, in the course of its extensive and far-flung investigations, is certainly likely to come across much information that would be of real value to the Commission, and I think the Commission should continue to receive information of this kind. However, I can see no value in the information of the type earlier described. On

the contrary, coming as it does from a policy bureau of such prestige and power, it may serve to affect, subconsciously, our judgments so as to make it more difficult for us to approach with entire objectivity the records from which our decisions should be made. The difficulty of maintaining this objectivity becomes enhanced when we are advised by the Director of the FBI with reference to a group of applicants:

"'....that an examination of this list reflects that the majority of these individuals are members of the Communist Party or have affiliated themselves with the activities of the Communist movement.' (Underscoring supplied.)

In the absence of assurances to the contrary, we might be inclined to accept this as an evaluation by the FBI of the information furnished, particularly when we are advised that, except for the reports furnished 'there is no information available which can be definitely identified with these individuals...."

"In times of heightened social and political tensions, I believe there is a particularly grave obligation on those in positions to pass judgment to be doubly sure of the basis upon which their judgments rest.

"I have no basis for questioning in any way the efficiency or dependability of FBI investigations of kidnapping, Mann Act violations, or other violations of federal laws. Nor do I question the excellence of the job which it did in the protection of our industrial plants and communications centers against physical sabotage during the war. The reports to which I have referred, however, do not contain any suggestion that the individuals therein described have violated any federal laws, nor is there any indication that the information submitted was the by-product of an investigation of illegal activities.

Commissioner Jones' statement ran six single-spaced pages and only a portion can be given here, which follows:

"I do not think the last sentence of the second paragraph of the proposed Commission letter is appropriate because Mr. Durr made his criticism of the Federal Bureau of Investigation without reference to the position of other Commissioners and I think the Commission letter merely requires a response of the other Commissioners with reference to Mr. Durr's original charges* * * *

"I do not feel that the Commission can live a completely cloistered existence, apart from and above the level of operation of other Government agencies, as Commissioner Durr suggests. To me, the Commission is an administrative agency of the Federal Government and, like all other agencies of the Government, is charged with the responsibility of participating in a program of preserving our constitutional republic. I think consequently, as I indicated initially, that the Commission should not only accept material from all Government departments which may pertain to its official activities, but that it should welcome and even solicit such material."

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ATLANTA STATION CONTRACTS FOR TELEVISION EQUIPMENT

The Atlanta Journal's radio station WSB last Saturday announced that contracts have been signed with the Radio Corporation of America for delivery of the first television setup in the Southeastern United States.

J. Leonard Reinsch, Managing Director of the Cox Papers radio interests, announced the television plans for WSB and for its sister station, WIOD, in Miami, Fla. Mr. Reinsch alsois radio adviser to President Truman.

WSB officials said the television equipment will be installed as it becomes available, subject to Federal Communications Commission approval,

John M. Outler, WSB's General Manager, said the program in Atlanta envisions construction of a new radio-television center, to cost approximately $500,000. He said the National Broadcasting Co. is working on final plans for a television cable into Atlanta, as a part of the first nationwide network. The new network is expected to go into operation in 1949.

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MULLEN PREDICTS NEW YORK-CHICAGO VIDEO LINK BY END OF 1948

A "good possibility" that New York and Chicago will be linked in a television network by the end of 1948 was foreseen Sunday by Frank E. Mullen, Executive Vice President of the National Broadcasting Company.

Stating that he would not like "to be held exactly to the date", Mr. Mullen said that the two cities should be joined in a network by that time, "with a few months' leeway on either side". He also repeated his former predictions that during 1948 television programs would be available to 22,000,000 Americans, and that by 1950 a Hollywood-New York video network would be a reality.

Speaking in a recorded interview with Jink Falkenburg and Tex McCrary on the "Hi! Jinx" program over Station WNBC, Mr. Mullen said he believed emphatically that television will not compete with harm to any other industry. Rather, it would stimulate all other entertainment and educational media, he said.

In this regard, Mr. Mullen pointed out that whereas other media had feared the rise of the radio industry, actually during the past years the newspapers, the motion pictures and the recording industry have steadily increased their circulation and revenue, and that they have now the highest circulations in their history.

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NAB APPOINTS COMMITTEES RE AFM RECORDING BAN

The Industry Music Committee, formed to seek a solution to problems arising from the American Federation of Musicians' ban on recording, Tuesday announced the composition of its Executive Committee and its legal and public relations sub-committees.

The Executive Committee is made up of the following representatives of the over-all Committee's components:

Frank Mullen, National Broadcasting Co., for networks; Edward Wallerstein, Columbia Recording Corp., for record manufacturers; Richard S. Testut, Associated Program Service, Inc., for transcription manufacturers; Raymond C. Cosgrove, Crosley Division of Aviation Corporation, for the Radio Manufacturers' Association; Everett Dillard, Frequency Modulation Association; G. Emerson Markham, General Electric Co., and Radio Station WRGB, for the Television Broadcasters' Association, and A. D. Willard, Jr., Richard P. Doherty, of NAB, will serve as Executive Secretary of this group as well as the full committee.

The legal sub-committee is composed of:John W. Van Allen, for RMA; Sidney Harris, Majestic Records, for record manufacturers; Walter Socolow, Lang-Worth Feature Programs, Inc., for transcription manufacturers; Leonard Marks, FMA; Joseph McDonald, American Broadcasting Co. for networks; Thad Brown, Jr., TBA, and Don Petty, NAB.

The public relations sub-committee includes: Milton Rackmil, Decca Records, for record manufacturers; Joseph W. Bailey, Louis G. Cowan, Inc., for transcription manufacturers; Stanley Manson, Radio Station WHAM and the Stromberg-Carlson Co., for FMA; Bond Geddes, RMA; Robert D. Swezey, MBS, for networks; Paul Raibourn, Paramount Pictures, for TBA; and Robert K. Richards, NAB.

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N. Y. DAILY NEWS SIGNS CONTRACT FOR RCA TELEVISION EQUIPMENT

The signing of a contract for a 5-kilowatt television transmitter and associated pick-up and relay equipment for New York's first newspaper-owned television station, to be operated by the News Syndicate Co., Inc., publishers of the New York Daily News, was announced Monday.

The television station to which the Federal Communications Commission has assigned the call letters WLTV, will be located in the Daily News Building, 220 E. 42nd Street and will operate in channel 11 (198-204 megacycles). According to Mr. Flynn, WLTV is expected to go on the air with test patterns early next Spring.

In addition to the transmitter and antenna, the contract covers two complete field pick-up equipments, comprising four RCA Image Orthicon television cameras and associated apparatus and two micro-wave television relays for transmitting remote programs to the studio.

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SCISSORS AND PASTE

Bell Lab Introduces PCM - Do You Know What That Means?
("Long Lines")

A radically new communications technique, which promises marked freedom from noise and interference in long distance telephone and radio-telephone conversations, was recently given its first public demonstration by engineers of the Bell Laboratories where the new transmission method is being developed.

Known as PCM (an abbreviation for pulse code modulation), the new technique, which improves the quality of long distance telephone conversations, also overcomes one of the difficulties of long distance radio systems; namely, the building up of noise with each of the many amplifications needed for a long distance radio hook-up. With PCM, an entirely new approach to the problem is provided by the use of special amplifiers in which the signal code is reconstructed during each amplification. Thus, no matter how many amplifiers are used, the PCM signal is received with its original quality.

The recent PCM demonstration program, which illustrated the remarkably clear transmission which the new system affords, was brought over telephone lines from the Bell Laboratories research buildings at Murray Hill, N. J., where the equipment is installed, to the auditorium of the Engineering Societies Building, 29 West 39th St., in New York City.

There, at a meeting of the New York Section of the Institute of Radio Engineers, several hundred engineers heard the program and an explanation of the new technique. Both speech and music were sent over the new system and reproduced through loudspeakers in the auditorium.

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Editor Argues For Paid Radio Logs
(Robert U. Brown in Editor and Publisher)

Apparently, the radio boys are a little confused as to what constitutes "news". Sports events are covered on a spot news basis the same as any other kind of event. If it is a big event of national interest it gets a buildup in advance. Baseball, particularly, is of national interest and it gets more space proportionally in newspapers than any other sport. But if the local promoter of the wrestling circuit or the softball league wants to advise the public of the time and place and who is on the card, he usually has to take paid space to do it. Even the major league baseball teams in New York and other cities have found that out.

As for radio, Broadcasting's own survey discovered that 85% of all the dailies in the country carry radio news - and by that they mean columns or spot news on radio. There is no intention on the part of any newspaper to charge for that.

The columns usually consist of comment and criticism of popular program. Spot news generally amounts to coverage of radio personalities.

But is it "news" to report that Jack Benny can be heard at such-and-such a time on WXYZ or that "One Man's Family" is still heard at the same time on the same station. We don't think so - and that's what a program listing does principally.

Newspapers are discovering the tremendous cost involved in presenting radio logs gratis every day. They are realizing that this cost stands to be doubled in most instances when the FCC gets through granting licenses for both AM and FM stations.

Radio stations are competitors to newspapers for both the local and national advertising dollar. They are also competitors to newspapers for the attention of readers and listeners. By no stretch of the imagination can radio assume that they have an inalienable right to free space in a competing medium. A radio log is advertising, straight and simple - it tells what the medium has to offer and when. It should be paid for.

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Charley Has A Swell Tailor
(Sidney Lohman in "New York Times")

The sartorial splendor effected by Charlie McCarthy, it develops, is the handiwork of Brooks Brothers in New York City. Edgar Bergen stopped in on his recent visit to this city and had the dummy outfitted with three new suits including a mustard yellow dinner jacket. The Messrs. Bergen and McCarthy reportedly were meticulous in their demands on the store's tailors, even to the extent of returning a number of times for fittings.

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Radio Repairmen
("Life")

In your article on the "Repair-It-Yourself Radio", you have been careful to point the finger of unfavorable publicity only at "those radio repairmen who have relied on the customer's ignorance of electronics to foist huge repair bills on him", but it seems probable your readers will be left with the impression that all radio repairmen charge excessive prices. To me, it seems unfair to thus inferentially indict some 60,000 independent small businessmen - the radio-service technicians.

It is, of course, obvious that you will find some rascals in any large group. I believe, however, you will find the average radio repairman a good, at least average citizen of this country who is anxious to improve his standing in his community by doing an honest day's work for an honest day's income . . .

Harry A. Ehle
Narbeth, Pa.

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TRADE NOTES

It has been rumored that Melvyn Douglas, accused of being a Communist, movie actor in his own right, and husband of Helen Gahagan Doublas (D), of California, is angling for a Commissioner's job on the Federal Communications Commission. It was said that though the President may appoint him, he can't confirm his appointees, and that the Senate will probably see that his appointment is not confirmed.

E. Anthony & Sons, Inc., has filed an application with the Federal Communications Commission for a television station in North Dartmouth, Mass.

Pearl Harbor Day speaker on WLW's "World Front" will be Secretary of the Army Kenneth C. Royall. He will discuss the attack on Pearl Harbor six years ago with regular panel members. "World Front" is aired to an NBC network Sundays at 12 P.M. EST.

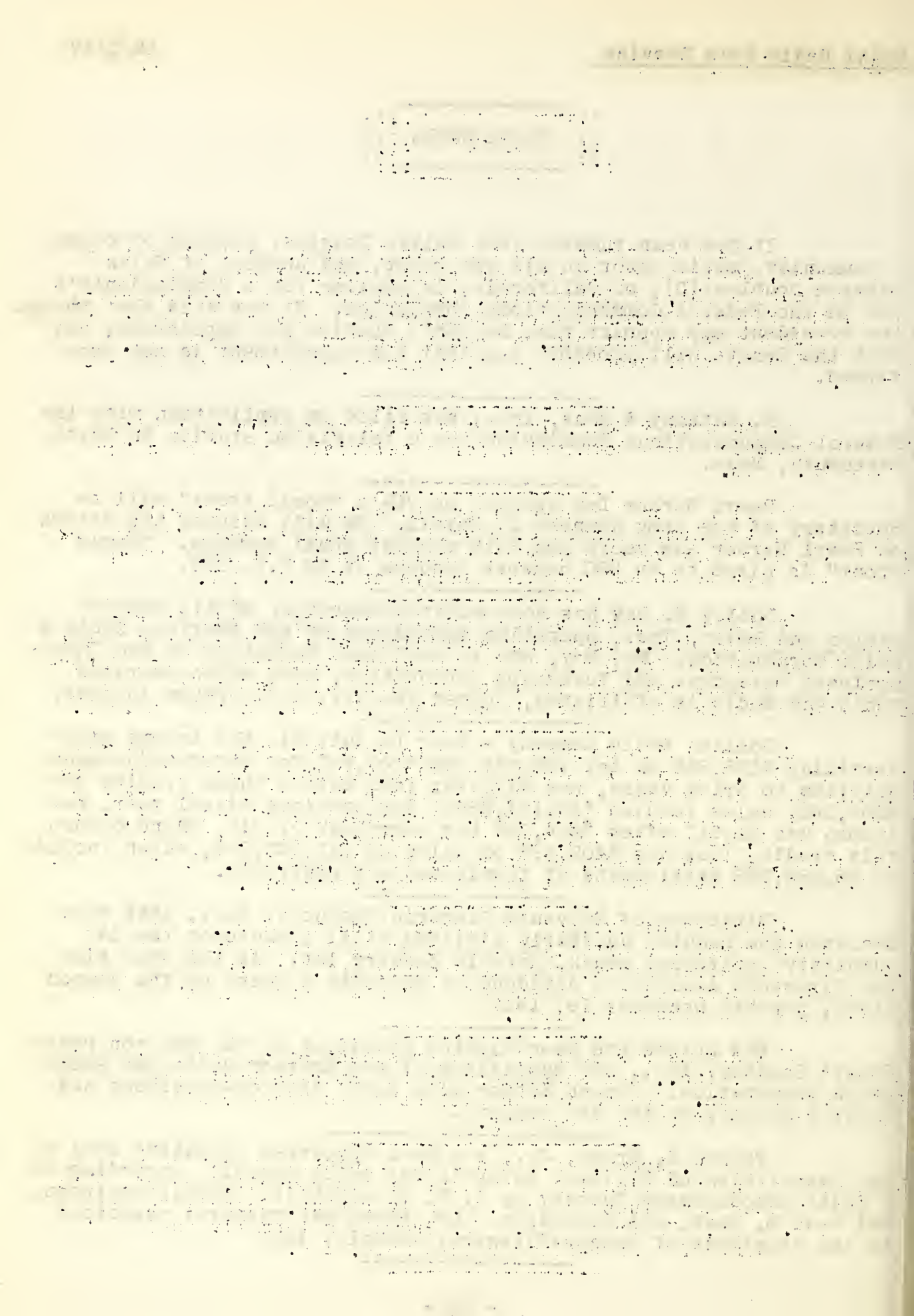
Dudley M. Day has been elected Secretary of All America Cables and Radio, Inc., operating subsidiary of the American Cable & Radio Corporation. Mr. Day, who is Assistant Secretary of the International Telephone and Telegraph Corporation, with which American Cable and Radio is affiliated, joined the I.T. & T. System in 1943.

Collins Radio Company - Year to July 31: Net income after crediting $195,868 on tax refunds and $130,940 for other adjustments relating to prior years, was $17,746; loss before these credits was $309,063; sales totaled $12,151,266. For previous fiscal year, net income was $1,213 after $404,709 tax carryback credit, where before this credit, loss was $403,496 on sales of $13,023,200, which included $5,282,298 settlements of terminated war contracts.

Directors of Sylvania Electric Products, Inc., last week declared the regular quarterly dividend of $1 a share on the $4 cumulative preferred stock, payable January 1st. At the same time the Directors declared a dividend of 35 cents a share on the common stock, payable December 19, 1947.

Max Abrams has been elected President of the Emerson Radio Export Company, Inc., new subsidiary of the Emerson Radio and Phonograph Corporation. Joseph Kattan will serve as Vice-President and General Manager of the new company.

Thomas H. Brown, Jr., has been appointed esecutive head of the Association of National Advertisers' radio council, according to a joint announcement Tuesday by A. N. Halverstadt, Council Chairman, and Paul B. West, ANA President. Mr. Brown was formerly assistant to the president of Dancer-Fitzgerald-Sample, Inc.



The one millionth speaker built by the Radionics Division of Zenith Radio Corporation was presented this week to Zenith's President, Commander E. F. McDonald, Jr., by W. (Bill) Dumke, Vice-President in Charge of Production of speakers, transformers and hearing aids.

Zenith started manufacturing speakers about a year ago in order to obtain the full fidelity speakers required for the high quality postwar radios being built by the company. The Radionics Division moved quickly to bring its speaker production up to full schedule, and is now manufacturing them at the rate of 2,000,000 a year.

Powel Crosley, Jr., President, reports that Crosley Motors, Inc., earned $309,563, after taxes, on sales of $5,485,894 in the three months ended October 31.

The earnings, he said, represented a net return of less than 6 cents on each sales dollar for the first 1947-48 fiscal quarter. During the same quarter a year ago the company reported a net loss of $363,613, while tooling up and moving into volume production in the Fall of 1946.

Philip Desjardine, senior counselor and head of the Radio Section of the United Nations Educational,Scientific and Cultural Organization, has been named as an additional speaker at the joint meeting in New York today. He will ask for the cooperation of United States radio in building international understanding. (The joint meeting was that of the Advertising Club of New York and the Radio Executives Club of New York).

Justin Miller, President of the National Association of Broadcasters, also spoke, discussing the code of standards for broadcasters under the title "Advertising in the Public Interest".

History was made Monday when the FCC granted William Courtney Evans of Dover, Delaware, a construction permit for a new station to operate on 1410 kc., 1 KW, daytime only. It was the first station license granted to the capital of Delaware, one of the few States without a station.

For the first time since the entrance of the United States into World War II, American residents are now able to communicate with commercial interests as well as friends and relatives in Germany by radiotelegraph, Mackay Radio advises.

The establishment of a new, direct, high-speed radiotelegraph circuit between the United States and the four occupied zones (United States, British, French and Russian) in Germany by Mackay, Radio and Telegraph Company, an operating subsidiary of the American Cable & Radio Corporation, was announced on Monday. The German end of the circuit, will now be operated by the Deitsche Post from Frankfort connecting with the Mackay Radio and Telegraph station in New York.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1804

December 10, 1947

"HOT-SHOT" TELEVISION PROMOTION SCORED BY CROSLEY HEAD

"Hot-shot" promotion of television by "low-flying stunt operators" was scored by James D. Shouse, President of The Crosley Broadcasting Corporation, in answer to a query by a reader of a Cincinnati newspaper.

The reader asked, "Why aren't we getting more television service faster in Cincinnati?" He added: "After all, there is a television station here, isn't there? Who's holding back, and why?"

In answer to this question, Mr. Shouse pointed to the danger of "premature presentation of television to the public as an accomplished art."

WLW is moving slowly, he said, "because we feel there is grave danger, bearing in mind the tremendous investments involved, in overpromotion of television as a novelty."

Crosley's investment in Cincinnati television to date is $700,000, plus operating costs averaging between $7,000 and $8,000 monthly.

Despite dealer anxiety for immediate extensive programming, Mr. Shouse continued, "We have consistently discouraged the tendency to overpromote television in Cincinnati. We want to sell a lot of sets to a lot of people for a long time, and not a few sets to a few people for a short time."

Mr. Shouse criticized the "splurge" technique being used in some sections of the country in promoting television, "before there's anything really to promote. Shooting a few scenes at a sports event once in a while, or shoting pictures of men on the street, does not constitute television."

Mr. Shouse continued that if television is to take its rightful place, it will have to be promoted with the greatest care and on the soundest possible basis. Otherwise, he warned, "we may be faced with a disastrously critical and disappointed attitude on the part of the public that could well delay the development of television for several years."

Speaking of WLW, the Crosley AM station, Mr. Shouse said, "WLW has had perhaps the best promotion, over a period of years, of any station in the country. However, we are not going to apply the same technique to television because of the dangers I mention."

In reference to W8XCT, Crosley's experimental transmitter unit in Cincinnati, Mr. Shouse declared that the outlet will continue on a test basis for several months, "until our men learn every available technique requisite to intelligent commercial operation."

"Instead of importing high-salaried cameramen and engineers from New York, we chose to pick a team from the cream of our own men to learn the technique and, in turn, teach others". He added, "We felt that our engineers deserved an opportunity to learn this new medium from the ground up."

Mr. Shouse concluded, "Not until we can deliver a picture the equal or superior of any other in the country, on a power at least equal to any other in the world will we deliver television as an accomplished art to our audience."

W8XCT, according to present plan, will become commercial station WLWT in February, 1948. Though the WLWT transmitter is a standard 5,000-watt unit, it will be used in conjunction with a special antenna built for Crosley by RCA. This extra high-gain antenna, plus its high elevation (the tower and antenna total 571 feet in height) above average terrain, will give the outlet an equivalent of 49,000 watts.

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RADIO FIRM CHARGED WITH MISREPRESENTING PRICES, TUBES

The Federal Trade Commission issued a complaint charging Allied Radio Corp., 833 West Jackson Boulevard, Chicago, Illinois, with misrepresenting the prices and the tube capacity of radio receiving sets.

According to the complaint, the respondent and its dealers have advertised that the radio sets they sell contain five or six or some other designated number of active, fully functioning tubes. These advertisements are alleged to be false and misleading because the number of tubes referred to includes one or more rectifier tubes or ballast, non-functioning or tuning beacon tubes. Such devices do not perform any recognized and customary function of radio tubes in the detection, amplification and reception of radio signals, the complaint avers.

Another charge is that the respondent's so-called "net prices" are "fictitious" and that the lower prices quoted for "lots of three" are not "special or reduced" prices, as represented, but are the prices at which the radios are sold in the usual and regular course of business.

Charging violation of the Federal Trade Commission Act, the complaint grants the respondent 20 days in which to file answer.

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RADIO DIRECTORS GUILD TO STRIKE AGAINST NETWORKS

The Radio Directors Guild, an AFL affiliate, announced Tuesday, December 9, that its Executive Council had been authorized to call a strike against NBC, CBS, ABC and Mutual's New York outlet, WOR. The guild's contract with the chains expires on January 1st.

The action authorizing the strike was taken by the Guild's members on Monday night and follows the breakdown in negotiations on November 12th. The Guild seeks a weekly minimum of $240 for network staff directors, who for the most part direct the sustaining programs heard on the chains.

The Guild, of which William Sweets, Director of "Gangbusters", is President, charged that the "present salary conditions" for its members working on the networks are "ridiculously low" and that their average income is the lowest of "all the creative personnel".

At the membership meeting, the Guild members voted to contribute one-seventh of their weekly earnings to finance the cost of the walkout, should it materialize.

Spokesmen for the networks had no immediate comment.

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SAMUEL E. DARBY, JR., NOTED RADIO PATENT LAWYER, DIES

Samuel E. Darby, Jr., nationally known radio patent lawyer, and a Democrat, recently elected Mayor of the usually Republican village of Scarsdale, N. Y., by a sweeping majority, died there last Saturday night of a heart ailment. His age was 56. He was senior partner in the firm of Darby & Darby, patent attorneys with offices at 405 Lexington Avenue, New York.

In 1935 Mr. Darby was appointed an assistant to the United States Attorney General and thereafter served as a special prosecutor in several important anti-trust cases for the claims and anti-trust division of the Attorney General's office. During the recent war he was a United States Conciliation Commissioner for four years in Westchester County.

Along with former Senator Wheeler (D), of Montana, Mr. Darby was counsel for E. F. McDonald, Jr., in the litigation over patent rights now pending between the Zenith Radio Corporation and the Radio Corporation of America.

Born in Washington, D. C., Mr. Darby obtained an electrical engineering degree in 1913 from Syracuse University, where he was a varsity football player and a member of Phi Delta Theta fraternity. He received a law degree three years later from the former New York Law School, and then formed a law partnership with his brother, Walter A. Darby of Manhasset, Long Island. Besides his brother, he leaves a widow and three daughters.

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PHILCO PREDICTS $5 BILLION TELEVISION OUTLAY

Five billion dollars will go into television in the next few years for building and equipping television broadcasting stations into networks, and for the purchase of television receivers, it was predicted last week by Larry E. Gubb, Chairman of the Board of Directors of Philco Corporation, in an address before the Rotary Club in Buffalo.

"About 175,000 television receivers will be made and sold during 1947", Mr. Gubb said. "Last January, only 5,437 television sets were manufactured in this country. By October, production had increased 336% to a total of 23,693 units, and the public probably paid more than $12 million during that one month for television receivers.

"The best estimate for 1948 is that there will be about three times as many television sets sold as in 1947", Mr. Gubb indicated, "and these receivers will have a retail value of at least $200,000,000."

Discussing television prices, Mr. Gubb pointed out that television receivers cannot be considered in the same price class as radio sets because of their far higher engineering content, the exacting manufacturing requirements necessary to obtain high-quality performance, and the great number of components used in a television set. The cathode ray picture tube alone, even when manufactured in quantity now costs more than the total cost of the majority of radio sets, he said.

"We feel that the real advance in television will come in projection receivers, where it is possible to use a smaller cathode ray tube and by means of an optical projection system to get an enlarged picture", Mr. Gubb stated. "In the Philco projection set, we use a small 4-inch tube and by projecting the picture through a rather complicated optical system, we get a picture 300 square inches in viewing area, nearly six times as large as that on the direct-view sets with 10-inch tubes."

Listing the 18 television stations in 12 cities now on the air, Mr. Gubb said that approximately 25% of the population of the United States is now within reach of television broadcasting. He pointed out that about 100 additional applications for television stations are either approved by the Federal Communications Commission or in process, and that new television applications are being received at the rate of three a week. This assures a vast extension of television service at the end of 1948.

Discussing television networks, Mr. Gubb compared coaxial cable with the high frequency radio relays now in operation between Philadelphia, New York, Schenectady and Boston. He stated that both the erection and operating cost of high frequency relays appear to be much lower than comparable costs of coaxial cable.

"All over the country, surveys are being made for television relay links", he declared, "and we do not think it will be long before we have television networks connecting most of the principal cities. When these tele-communication systems are established, it will open a tremendous field for new developments. For instance, you may soon be able to write a letter or telegram, drop it in a slot and have it reproduced instantly thousands of miles away - by television, with the speed of light - and for less than it now costs to send an airmail letter."

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CHI. TRIB. USES "TALKING LAMP" TO SEND STORY

For the first time in history, a news story was transmitted by a reporter to his city editor in Chicago last week by means of an invisible searchlight beam.

Larry Wolters, Radio Editor of the Chicago Tribune, flashed his story announcing the results of a National 4-H Club contest from the Civic Opera Building to the Tribune Tower three-fourths of a mile away using a "talking lamp" first developed during the war by lamp engineers of the Westinghouse Electric Corp.

The "talking lamp", which emits invisible infrared radiations, was developed for the Navy to enable secret two-way conversation between ships or from ship to shore - even during periods of radio silence.

Spoken into a microphone, Mr. Wolters' words caused a special caesium-vapor lamp to alternately dim and brighten thousands of times a second in accordance with the varying tonal qualities of his voice.

With the aid of a reflector, the invisible rays were beamed toward a sensitive receiver at Tribune Tower. There a photo-electric cell picked up the rays and the amplification reproduced them into spoken words.

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RCA DEVELOPS NEW TEST INSTRUMENT FOR FM SERVICING

A new portable servicing instrument, which provides all the signals necessary to align FM radio receivers, is now in production and will be available shortly, the RCA Engineering Products Department has announced.

The new radio repairman's tool, known as a sweep generator, (RCA Type WR-53A), is designed exclusively for servicing FM equipment, and is the first unit of this type. It generates test signals which can be tuned over the entire FM band (88 to 110 megacycles). It can also be employed with a microphone or phonograph recordings to demonstrate frequency modulation operation. The tool weighs 15 pounds and measures 13½" wide, 9-3/4" high, and 7½" deep.

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FM BROADCASTERS SEEK NATIONAL NETWORK

Network transmission facilities will be sought to carry FM broadcasts across the Nation, the FM Association announced last week. A resolution authorizing Leonard H. Marks, the Association's General Counsel, to seek procurement of common carrier network facilities for FM was adopted at a meeting of the Association's Executive Committee.

The Committee declared that, "As yet there are no line facilities available on a large scale to FM networks. Despite that drawback, however, at least eight regional networks, linked mostly by radio relays and the rebroadcast method, have come into existence", and that more are under way.

Transmission facilities to be sought will be telephone lines or other circuits capable of handling frequencies up to 15,000 cycles, to connect regional networks into Nation-wide chains.

At present there are more than 340 FM stations on the air and within a year there will be more than 1,000, the Association said.

"FM stations", it was pointed out, "are denied the popular ordinary network programs containing music. The FM Association does not feel, however, that duplication of established programs on AM and FM stations is the solution to the public need. FM offers an opportunity to fill that need with new types and better programs."

Broadcasting of FM is "beginning to show a profit", the Association said, while "scores of FM stations" are breaking even financially, with the industry's growth "far beyond the most optimistic predictions of those who pioneered it."

Gross revenue from manufacturing FM sets should reach 400 million dollars within a year, with investment in FM broadcasting facilities reaching 100 million dollars, said the Association. "By early 1948 reasonably-priced FM sets in large quantities will be rolling off production lines."

The Association as an organization will not offer Congress recommendations for labor legislation but will cooperate with the Legislative Department of the National Association of Broadcasters, Everett L. Dillard, FMA President, announced last week in Washington.

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Rader Winget has been appointed Associated Press television news editor in Washington, D. C., directing operations of the AP television unit in the Capital. Winget has been desk supervisor of the AP world service in New York City.

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"TV CAN SHOW PUBLIC WHAT NAVY GIVES FOR MONEY" - EIGES

"Television, properly utilized, can become the United States Navy's most effective public relations tool", Sydney H. Eiges, Vice-President in Charge of Press for the National Broadcasting Company, last week told a group of fifty high ranking naval officers enrolled in a public relations indoctrination course.

"By television, and only by television, the Navy can literally sail its fleets into the American home and give the American taxpayer an intimate closeup look at what his tax money is buying", Mr. Eiges said. "By television, the Navy can take the American family into the depths of a battleship or submarine or into the crew quarters of a warplane and display the intricacies of their operation at first hand. By television, the Navy can transport millions of Americans, within the space of minutes, on a far-flung journey to Navy bases, docks, shipyards, hospitals, and its other installations. In short, by television, the Navy can show the American taxpayer and his legislative representatives what the Navy is, does and needs in a manner more vivid and graphic, more intimate and effective, than that afforded by any other means of communication."

The Navy's own development of sea and air-borne television, which equips roving ships and planes with sensitive electronic eyes, will not only give it a major tactical advantage in future wars, but will enable it to observe and report back to its own personnel and possibly civilians, if security permits, the progress of future battles with the speed of ether waves, Eiges pointed out. Similarly, the use of this type of television will play a great role in the perfection of robot missiles and other weapons.

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DUNLAP SEES BIG FUTURE FOR TELEVISION

A new billion-dollar industry will be with us by 1960, according to Orrin E. Dunlap, Jr., in the preface to his revised edition of "The Future of Television" (Harper, $3), the United Press reports.

But before television can reach its majority, new techniques must be developed that will enchant the American eye as radio has captivated the ear, he believes.

Pointing out that television is essentially show business, Dunlap believes the standard radio programs will not do at all. For instance, speechmakers will have to cut their talks to 10 or 15 minutes or run the risk of boring the "televiewer", whose patience is reputedly shorter than that of the radio listener. He wrote:

"Until television can offer headline events in all classes of entertainment. . . it cannot hope to compete with the radio set, the electric stove and refrigerator as a utility in the home."

Mr. Dunlap's book considers the technical aspects of television as well as forthcoming visual feasts in news, sports events, cartoons and movies.

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HOGAN, WQXR, WINS ARMSTRONG FM MEDAL

John V. L. Hogan, President of Radio Station WQXR, New York, received the Armstrong Medal of the Radio Club of America last Saturday night as inventor of the heterodyne receiver and for other pioneering radio work.

At the annual dinner of the Radio Club, at the Advertising Club, a similar medal was given posthumously to Charles S. Ballantine, for his development of the radio direction finder and for other achievements.

Mr. Hogan was one of the founders of the Institute of Radio Engineers and once served as its President. He established the first high fidelity radio station in 1934 as W2XR, which later became WQXR, and was purchased by The New York Times.

For over ten years he has been developing a technique for facsimile reproduction of newspapers by radio. Alan Hazeltine, first recipient of the medal and president of the club, presided Sat. night. The award bears the name of Edwin H. Armstrong, a radio pioneer.

John S. Hayes has resigned as Station Manager of WQXR to accept a similar post with WINX in Washington, owned by The Washington Post. The post of Station Manager at WQXR is to be abolished, with Elliott M. Sanger, Executive Vice-President, expected to announce the appointment of an assistant at a later date.

In another executive change at WQXR, Norman S. McGee has been appointed Vice President in charge of Sales. He succeeds Hugh K. Boice, who remains as a Vice President with general executive duties. Mr. McGee has been Director of Sales.

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CAR TAKES WIRES BY FACSIMILE, DELIVERS THEM

After several months of experimental operation in Baltimore, Western Union announced last week, according to an Associated Press report, the perfection of a "telegraph station on wheels", which picks up messages transmitted from a downtown central office by radio-facsimile and delivers them in the residential area it is cruising.

The "telecar" was developed by Western Union engineers in Baltimore andwent on public display for the first time last Monday at Baltimore's 150th Anniversary Exposition. Another exhibit there commemorates Samuel F. B. Morse's first telegram sent from Baltimore to Washington May 24, 1844.

"Telecar" messages are received on a facsimile recorder installed under the instrument board of an ordinary sedan while it is cruising and the messenger then drives to the address to deliver the wire. Replies may be transmitted back to the main office.

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"MAYFLOWER" HEARING POSTPONED TO MARCH 1

The Federal Communications Commission last week postponed the "Mayflower rule" hearing to March 1, 1948, on its own motion. Notice of the postponement was given in an order of last Tuesday (2) which also re-set the deadline date for the filing notices of appearances for December 31st.

The Commission in the previous week had already deferred the deadline for the filing of notices, at the request of Don Petty, General Counsel of the National Association of Broadcasters, moving the date from December 1 to December 15. Letters had also gone from the FCC to a list of organizations and individuals, expressing the hope that they would appear at the hearing and express opinions on the "question of editorializing by broadcast licensees over the stations which they are licensed to operate."

The new FCC order of last week pointed out that the notice of appearance should set forth the name of the person or persons to testify; the organization represented, if any; the subjects on which the witness will testify, and the approximate length of time required for the presentation. The notice may be in the form of a letter to the Commission.

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ZENITH SHOWS $1,221,017 6-MONTHS' PROFIT

Zenith Radio Corporation reports estimated net consolidated operating profits for itself and its subsidiaries for the first six months ended October 31, 1947 of its current fiscal year amounting to $1,221,017, after Federal income tax provisions of $745,071, depreciation, excise taxes and reserves for contingencies.

Net consolidated operating profits for the three month period ended October 31, 1947 amounted to $844,273, after Federal income tax provisions of $515,332, depreciation, excise taxes and reserves for contingencies. Shipments for this period were the highest in the company's peacetime history.

Zenith President E. F. McDonald states:

"Zenith's engineers are making rapid progress in perfecting the company's television development known as 'Phone Vision', first announced in July of this year. 'Phone Vision' will permit owners of television receivers equipped with this development, for a small fee collected by the Telephone Company, to receive the latest run movies and newsreels via the telephone lines as well as the regular, free, over-the-air television programs. 'Phone Vision' offers the solution to the economic problem of television which has for so many years delayed television in becoming a great industry. Zenith is broadcasting 'Phone Vision' on the air and over the telephone lines every day in Chicago. These private showings are being witnessed by a constant stream of competitive radio manufacturers,

telephone engineers, and by moving picture and broadcast interests. Receivers for the public incorporating this 'Phone Vision' feature are in the advanced stage of development."

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FCC REDISTRIBUTES RADIO TELEGRAPH OVERSEAS PERMITS

The Federal Communications Commission last week issued its final report and order in the matter of radiotelegraph circuits between the United States and British Commonwealth points and in the related applications of Mackay Radio & Telegraph Co., Inc.; RCA Communications, Inc.; Tropical Radio & Telegraph Co.; United States-Liberia Radio Corp., and Press Wireless, Inc.

The order, effective January 10, 1948, provided handling of services as follows:

RCA Communications, Inc. - Between the United States and Australia, New Zealand, Greece and the Union of South Africa.
Mackay Radio and Telegraph Company, Inc. - Between the United States and India, Palestine and Saudi Arabia.
Tropical Radio and Telegraph Company - Between this country and Jamaica.

The action involved denial of RCA's application for the India, Palestine, Saudi Arabia and Jamaica service, and Mackay's application for the Australia, New Zealand, Jamaica, Greece and Union of South Africa facilities.

The Commission said it was withdrawing Mackay's present authority for direct communications with Australia and New Zealand, and RCA's existing permit for direct communications with India.

The Commission dismissed "without prejudice" to a renewal, the applications of RCA and Mackay for direct service to Ceylon, Hongkong and the Malay States (Singapore), and the application of Press Wireless, Inc. for a link with Australia.

The service changes resulted from the Bermuda Tele-Communications Agreement of 1945, entered into by the United States and the British Commonwealth.

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RMA PROTESTS SWISS REGISTRY OF "ELECTRONIC" TRADE-MARK

The Radio Manufacturers' Association has formally protested the reported Swiss registration of the generic term "electronic" as a trade-mark by a Swiss manufacturer of measuring instruments, amplifiers, and microphones. Bond Geddes, Executive Vice-President of the Association, made the protest to the Office of International Trade, U. S. Department of Commerce, and asked that the protest be conveyed to the Swiss Government through diplomatic channels.

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WHIO OF COX OWNERSHIP ALSO APPLIES FOR TELEVISION

At the time television applications were formally filed last Friday by the James M. Cox radio stations in Atlanta and Miami, an application was also requested for Station WHIO, Dayton; also television equipment contracted for with RCA. The television equipment contract calls for the latest type studio and remote cameras and complete equipment for operation from a television truck. Equipment and installation costs are expected to exceed a million dollars.

Channel 13 is requested in Dayton with a 5 kilowatt television transmitter. A 500 foot tower will be erected on a plot of ground southeast of Dayton. Robert Moody will be in charge of the WHIO television station with Ernest L. Adams, Chief Engineer.

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TELEVISION ASSN. MEETS IN NEW YORK

The Television Broadcasters' Association is holding its annual meeting in New York today (Wednesday) and a record turnout of 300 members was expected to participate in the all-day discussion of various phases of the art. Highlighting the day's activities will be the luncheon at which the annual TBA Awards for accomplishments in television will be announced. Awards will be given in three categories: to an individual for technical improvement, development or invention relating directly to television programming; to an individual for outstanding program contributions to commercial television, and to an individual for general contribution to television, not necessarily of a technical or program nature.

The guest speakers at the luncheon will be Paul M. Hahn, Executive Vice President of the American Tobacco Company, and Ben R. Donaldson, Director of passenger car advertising for the Ford Motor Company. The election of three Directors will precede the opening of the video clinic at 11 A.M.

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OCTOBER TUBE SALES RISE 3.9 MILLION OVER SEPTEMBER

Sales of radio receiving tubes in October totalled 20,343,796, an increase of 3,958,249 over September sales, the Radio Manufacturers' Association reported last Saturday. October sales by RMA member-companies brought to 165,884,528 the total number of tubes sold in ten months of 1947.

Of the October total 14,064,113 tubes were sold for new set equipment; 4,305,796 for replacements; 1,890,291 for export, and 83,596 tubes were sold to government agencies. A breakdown of the ten-months' figures shows 108,061,223 tubes sold by RMA member-companies for new sets; 37,040,684 for replacements; 20,102,417 for export, and 680,204 to government agencies.

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PETRILLO MEETS WITH NETWORKS AGAIN: PLATE PEOPLE HOPE TO BEAT HIM

The pattern of radio and television broadcasts in 1948 may be profoundly affected by developments in the remaining days of this month; James C. Petrillo figures largely in those developments.

Mr. Petrillo and other officials of the American Federation of Musicians met again in Chicago Monday with representatives of the major radio networks to resume talks on a contract to replace the agreement that expires January 31st. The current contract applies only to appearances of union musicians on network programs. However, other topics might come up for discussion, such as:

The AFM president's edict that no further recordings or transcriptions will be made after the present contract with recording companies expires December 31st.

Mr. Petrillo's ban on performances by union members on television programs, in effect since February, 1945.

His ruling against the simultaneous broadcast of music programs over both standard or AM stations and frequency modulation stations. That ruling has been in effect since October 1945.

Negotiations on a new network contract were opened last month in New York in an atmosphere that both sides described as amicable. Unlike previous sessions, at which the AFM usually started out by presenting its demands, Mr. Petrillo this time asked the networks to offer their proposals first. He said he would make his proposals at the session last Monday night. It has not been disclosed what the networks offered or what Mr. Petrillo demanded.

Enough new music to satisfy America for two years is promised by the phonograph recording people by New Year's Eve. High-powered recording executives figure if worst comes to worst, they'll hire non-union musicians.

Rumor in Tin Pan Alley, according to the Associated Press, hints there will be "bootleg" records. In addition to the four major companies - RCA Victor, Columbia, Decca and Capitol - there are 20 secondary outfits and about 150 wildcat operations. Petrillo never has been able to police the latter. Wise heads in the industry say Petrillo is not out to get the recording companies; his targets are the small, independent radio stations, who live on records but balk at paying for stand-by musicians.

Should there be no agreement at the Chicago conference or subsequent conferences, the picture for 1948 would be something like this: Only recorded music by network programs - and old recordings at that; About the same situation on FM with only recorded music except where an individual station hired a band; A continuation of recorded music only on television.

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SCISSORS AND PASTE

Wrist Radios Predicted Soon
("Washington Post")

A wrist radio, using the printed radio circuit developed for the armed forces during the war by the Bureau of Standards, is just around the corner, Bureau scientists predict.

Already the Bureau has made up samples of a transmitter similar in size to a cigaret pack and a receiving set about the size of a lipstick holder. Recently the Bureau used the transmitter in sending messages from within an automobile to the Bureau laboratory.

Experts are now working on a combination of the transmitter and receiver for two-way conversations.

Even smaller sizes are being hinted at - putting the transmitter into a package the size of a match box.

According to Air Force Brig. Gen. F. L. Ankenbrandt, who is cooperating with bureau scientists, this work is being speeded up to provide complete but small radio equipment for jet-propelled planes, where the air intakes take up the room formerly used for the larger radio equipment.

One project using the small printed circuit is already on the market. This is a hearing aid, developed at Peabody, Mass., by the Allen-Howe Electronics Corp.

The Bureau's transmitter and receiving set, and the new hearing aid, in which all parts are contained in a pocket-sized case, were demonstrated last week to scientists at the Interior Department.

Government scientists were amazed that the first device for peacetime use of the printed circuit should be a hearing aid, Dr. Cledo Brunetti of the Bureau stated. A hearing aid requires many refinements not needed for other purposes.

At present a small-sized radio is under development at several manufacturing plants. One, at Lakeland, Fla., expects to have its radio on the market within the next few weeks.

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How The Radio Top Coin Looked Before The Fight
("Variety")

A probable $230,000 sellout at his 24th title fight with Jersey Joe Walcott at New York's Madison Square Garden(last)Friday (5) will give Joe Louis something close to $100,000 including his cut of the radio and television money. His pct. is 45, Walcott 15. Louis is in line for a slice of the pix at the same figure, these to be taken by Pathe and distributed by RKO. If he loses, his end will be tremendously more than if he wins. Of all his fights, only the first Max Schmeling match, in which Louis was flattened, was highly profitable. Der Mox bought the European rights for a song before the match and collected $250,000.

Radio coverage will be the usual Don Dunphy-Bill Corum airing over ABC, plus NBC television, both under the Gillette deal which gives the Garden and 20th Century Sporting Club $310,000 annually, with $40,000 extra each time Louis puts his title on the line.

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T. Tong Corners Frisco Chinatown Radio (And Part of China)
("Sylvania News")

Thomas Tong, Golden Star Radio, San Francisco, Calif., is another proud Sylvania dealer. Radio serviceman, radio dealer and exporter to China where he has his own distributorship, are only a few of Mr. Tong's activities. In addition to his retail radio business, Tommy Tong operates radio station KSAN and publishes the local Chinese newspaper in San Francisco's Chinatown.

Over broadcast station KSAN, Mrs. Tong, Tommy's wife, broadcasts news and other information nightly in seven different Chinese dialects. During the United Nations Conference in San Francisco in 1945, Station KSAN figured prominently in the broadcasts to the Chinese people by prominent members of the Chinese Delegation.

Golden Star Radio has handled Sylvania Tubes for ten years. During the war years, Tommy Tong utilized Sylvania Tubes on his sound truck from which he broadcast Chinese war news in the streets of San Francisco's Chinatown.

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Anyway Plenty Of TV Fans Bought Drinks
("Washington Post")

Joe Louis wasn't the only surprised person last night. Washington cafe owners who supplied television broadcasts of the title fight had visualized their capacity crowds quickly evaporating after the expected early ending.

Instead, they were gratified to find the people - at first apathetic - staying on to cheer Jersey Joe Walcott's dramatic 15-round battle. And the reaction of the television audience to the decision was as violent as that of the Madison Square Garden gathering.

Undoubtedly the furor was great because of the large number who actually saw the fight. More television sets were available for last night's bout than for any previous heavyweight championship.

And many Washingtonians took advantage of the chance to witness it. At the Touchdown Club, which had two sets, you couldn't move around.

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As Many As That?
("Quiz 'Em" from "This Week")

"How many commercials were broadcast on our radios last year?"

More than 26,000,000.

- Mrs. W.E.Z.,
Minneapolis, Minn.

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TRADE NOTES

David Sarnoff, President and Chairman of the Board of Directors of the Radio Corporation of America, announced that the following dividends had been declared:

On the outstanding shares of Common Stock, 30 cents per share, payable in cash on January 27, 1948, to holders of record of such stock at the close of business December 19, 1947. The previous dividend on the Common Stock has been 20 cents per share.

On the outstanding shares of First Preferred Stock, 87½ cents per share, for the period from October 1, 1947, to December 31, 1947, payable in cash on January 2, 1948, to holders of record of such stock at the close of business December 15, 1947.

Some 2000 seagoing radio operators would transfer from the American Communications Association under terms of an agreement announced last Friday. Both are CIO unions, which have had committees working on the proposal. The agreement now is to be submitted to the international executive board of the ACA and later to the membership of the ACA's marine department by referendum.

Julian Colquitt, formerly of WBCC, Bethesda Chevy Chase, Maryland, has joined the WOL production staff. Mr. Colquitt served as announcer - music director while at the Bethesda station.

The Canadian Broadcasting Corporation opened its widely heralded special Wednesday night radio service last week and the initial presentation plus the programs announced to come indicate that the corporation meant every word when it said Wednesday would be devoted "to programs that are stimulating, substantial, different and at times more demanding on attention of the listener".

The 1947-48 edition of the RMA Trade Director and Membership List has been published and has been distributed to all interested government agencies, the trade press and allied trade groups here and abroad. It lists the products of all member-companies, their brand names, recommended warranties, as well as RMA officials, directors, and committees.

A souvenir program of the first in a Television Series of famous Guild plays, "John Ferguson" has been distributed by the National Broadcasting Company's Television Division.

Dolores Gillen, radio actress, who specialized in impersonations of children and infants, died Monday at New York Hospital where she had undergone an operation. She was the wife of Vincent de Paul Downey, lawyer and president of G. Ricordi & Co., music publishers. Miss Gillen started her professional career in radio in 1932, played ingenue and child parts in many programs of the National Broadcasting Co., first in Chicago, later in New York.

Four radio network officials have received citations from the Navy for their support of the civilian reserve recruiting program in 1947. Assistant Secretary of the Navy for Air John H. Brown presented the citations in a ceremony at the Navy Department last Wednesday.

Those cited were Charter Heslep, Washington, Mutual Broadcasting System; Sidney Eiges, Forest Hills, N. Y., Vice-President, National Broadcasting Co.; Earl H. Gammons, Alexandria, Va., Vice-President, Columbia Broadcasting System, Washington, and Robert H. Hickley, of New York and Washington, Vice President, American Broadcasting Company.

Zenith Radio Corporation last week announced the addition to its line of a table radio-phonograph combination containing the company's famous Cobra Tone Arm. This will be the first time that the company's sensational new way to play records has been available in any unit other than costly console and chairside models.

In the new unit, the Cobra, tested to increase record life 1000%, comes in attractive maroon plastic, with matching dial knobs, push buttons, and record changer trim.

Centered in the front of "The Century" is a new Zenith development, the "Dial Speaker", which permits the use of a full speaker and large, easily read dial by combining the two into a single space saving unit. Still another "first" in this table combination is its "Glide-Away" cabinet top permitting free access for ease in loading and unloading the automatic record changer.

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MRS. GEDDES DIES; WIDOW OF NAM OFFICIAL

Mrs. Grace Carr Geddes, 34, died at Emergency Hospital last Thursday after an illness of several months. She had made her home with her mother, Mrs. Arthur Carr, at 5053 Massachusetts Avenue, N.W., since the death of her husband, Gail Gray Geddes, in an automobile accident near Doylestown, Pa., last June. Mr. Geddes was an executive of the National Association of Manufacturers. His parents, Mr. and Mrs. Bond P. Geddes, reside in Washington.

Mrs. Geddes attended the Cathedral School for Girls and Meredith College, Raleigh, N. C., graduating from the latter institution in 1934. She lived in Washington until her marriage in 1940, when she moved to West Orange, N. J.

In addition to her mother, Mrs. Geddes is survived by two daughters, Carol Carr Geddes, 5, and Olivia Gray Geddes, 4, and two brothers, Oliver T. Carr and Robert R. Carr, both of Washington.

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HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1805

December 18, 1947

COY SEEMS TO BE IN THE BAG FOR FCC; LEW DOUGLAS MENTIONED

Following what appeared to be a clincher that President Truman would nominate Wayne Coy for Chairman of the Federal Communications Commission and that Mr. Coy, an ex-New Dealer, would be confirmed by the Republican Senate, an entirely new name was mentioned for the post. It was no other than that of Lewis Douglas, our present popular Ambassador to Great Britain. In high circles it was said that Ambassador Douglas has been, or will be, offered the FCC chairmanship.

What appeared to be the clincher that Mr. Coy had finally been chosen was the publication last Saturday by the Washington Post of an Associated Press dispatch to that effect. The argument was that the Post would not print such a story about one of its own people unless there was something to it. Furthermore, the Post earlier in the week named John S. Hayes, Manager of Station WQXR, the New York Times' station, to the same position at WINX. The argument here was that there was no room for two such high powered men as Coy and Hayes in a little station such as WINX.

The Associated Press dispatch which the Post published, read:

"Officials close to President Truman said Friday he has decided to appoint Wayne Coy, radio director of The Washington Post, as Chairman of the Federal Communications Commission.

"These officials, who declined to be quoted by name, said the nomination of the former Indiana newspaperman will be sent to the Senate around the first of the year. Coy had no comment about the report.

"A native of Shelby County, Ind., the 44-year old Coy is radio director of The Washington Post and Vice President of this newspaper's radio stations, WINX and WINX-FM.

"Starting his career as a reporter in 1919 he was successively city editor of the Franklin (Ind.) Star, 1926-30, and editor and publisher of the Delphi (Ind.) Citizen, 1930-33.

"He joined Paul V. McNutt, then Governor of Indiana, as Under-Secretary in 1934, serving also as Secretary of the Governor's commission on unemployment relief and administration of the State Welfare Department until 1937. When McNutt returned to the United States as Federal Security Administrator in 1939, Coy became Assistant Administrator.

"In 1941 he went to the White House as a Special Assistant to President Franklin D. Roosevelt and liaison officer for the wartime Office for Emergency Management. He became Assistant Budget Director in May, 1942, in addition to his other duties, and continued in that capacity until 1944 when he was appointed assistant to the publisher of The Washington Post.

Another important pro-Coy factor reported was that his fellow Hoosier, Senator Homer Capehard (R), of Indiana, who is whetting his axe for the FCC would not oppose the nomination of Coy. Senator Capehart said that he had conferred with his colleague, Senator William E. Jenner (R), of Indiana, and they couldn't see why they should attempt to block the nomination "simply because Coy had been a New Dealer". Furthermore, Senator Capehart ventured the opinion that if the President nominated Coy he would be confirmed.

There were those who said the appointment of Coy would be a goodwill gesture by President Truman to Eugene Meyer, whose Washington Post during the past few years has become one of the most feared and powerful newspapers in the country. One report was that Mr. Meyer, though very fond of Mr. Coy personally, was anxious to get rid of him because WINX was reported to be losing $5,000 a month. That after all, Coy had had but a few years' radio experience and that Hayes of WQXR had been called in to try to get the station out of the red.

The fact is that WINX, which started out to be a second WQXR majoring in classical music, has largely deviated from this policy and now sounds about the same as any of the other half dozen or so small time stations in or around Washington.

Still another rumor is that Mr. Coy was receptive to the FCC nomination because he had not been in the best of health and desired to get out of the commercial harness back into the less taxing government service even though it offered less salary.

If the report is true that the President has offered, or is going to offer, the FCC chairmanship to Ambassador Douglas, it indicates the importance Mr. Truman places upon radio, "the greatest molder of public opinion the world has ever known", as someone put it.

Commenting upon the Douglas report, one of the biggest radio manufacturers in the United States said:

"The stature of President Truman would increase if he could persuade such a man as Ambassador Lew Douglas to accept the FCC chairmanship."

"Who's Who" lists some of his accomplishments as follows: B.A. Amherst College, 1916; student Mass. Inst. Tech., 1916-17; LL.D., Amherst College and Harvard University, 1933, Queens College, Princeton, Brown, New York and Wesleyan universities, 1938, University of Arizona, 1940. Instructor in history, Amherst College, 1920; mining and general business, Arizona, since 1921; member Arizona House of Representatives 1923-25; Member 70th to 73rd Congresses (1927-1933), at large, Arizona; resigned from Congress, March 4, 1933, to become Director of the Budget; resigned as Director of the Budget, August 31, 1934; Vice-President and Member, Board, American Cyanamid Co., 1934-38; Principal and Vice Chancellor McGill University, Montreal, Jan. 1938-Dex. 1939; President, Mutual Life Insur-

ance Company of New York since Jan. 1940. Entered O.T.C., San Francisco, May 1917; commd. 2nd lt. F.A., U.S. Army, July 17, 1917; served as 1st lt. France, with 91st Div. and on staff; in action in Argonne and Flanders, Citation from Gen. Pershing; decorated Croix de Guerre (Belgium). Married Peggy Zinsser, June 19, 1921; children Stuart, Peter, Sharman.

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FARNSWORTH 6 MONTHS' NET PROFIT $538,356

E. A. Nicholas, President of Farnsworth Television and Radio Corporation, announced last week a net profit, after taxes, for the first six months of the company's fiscal year ended October 31, 1947, of $538,356.

Income for the period included a substantial amount of a non-recurrent nature which was reduced by a loss from operations, which included all costs incurred in initiating the production of television receivers, Mr. Nicholas said.

For the first six months of the preceding fiscal year the company showed a net loss of $259,075 after tax carryback credits.

Mr. Nicholas stated that the demand by the public for television receivers, including the recently introduced Farnsworth models, is far in excess of anything that had been contemplated in the industry.

The company expects, Mr. Nicholas said, to introduce television receivers into new markets in the near future, and to have ready for the trade within the next few months additional new models, including television-radio-phonograph combinations.

William Clausen has been elected Vice-President in Charge of Manufacturing of Farnsworth. He joined the Farnsworth company last August and has been in charge of its manufacturing operations since that time. Prior to his association with the company, he was Vice-President and General Manager of Victor Products Corporation, Hagerstown, Maryland.

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SCOTT RADIO REPORTED CLOSED DOWN ACCOUNT OVERPRODUCTION

Reports from Chicago are to the effect that the Scott Radio Laboratories are closing down for three months because of overproduction.

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ARMSTRONG AGAIN SWATTING FCC EXPERTS; ASKS 2ND FM HEARING

Taking full advantage of the confession of Dr. K. A. Norton, FCC expert, that the latter's calculations were wrong, also blasting another FCC expert, Edward W. Allen, Jr., Dr. Edwin H. Armstrong, inventor of FM, has asked the Federal Communications Commission, to reopen hearings in the now famous controversy which began several years ago when the Commission unceremoniously kicked FM upstairs.

Of data presented by Mr. Allen, Chief of FCC's Technical Information Section, during the course of the Commission's hearing on the proposal to allocate 44-50 mc from television to other services, Professor Armstrong told the FCC in a brief, following up his own testimony:

"I do not think that any figure derived from the Commission's recordings can be relied on, because I believe that the recordings themselves are unreliable. . . .

"If the charts themselves are fair specimens of the whole job of analysis, then they indicate that the analysis and the conclusions cannot be relied on, since the charts show errors on their face, and even mathematical absurdities."

He charged that Mr. Allen's testimony was based on one method of analysis for high-band transmissions and another for low.

Referring to testimony presented in the same proceeding by Kenneth A. Norton of the Bureau of Standards, former FCC technician, Professor Armstrong asserted that "the transfer of FM broadcasting" from the low band to the present 88-108 mc area "was set in motion by the dramatic appearance of Mr. Norton at the 1944 hearings with the prediction, based upon alleged secret data in possession of the Armed Forces, that ionospheric disturbances caused by sun spots would seriously impair service on frequencies up to 80 mc., and probably even up to 120 mc."

Professor Armstrong pointed out that when he asked Mr. Norton at the 44-50 mc hearings whether his prediction was wrong, Mr. Norton replied, "Oh, certainly, I think that can happen frequently to people who make predictions on the basis of partial information. It happens every day."

Professor Armstrong observed, in his brief, "No one will dispute that statement."

With respect to fading, Dr. Armstrong said that "various stations on the Continental (FM) Network at distances above 75 miles from Alpine (Dr. Armstrong's stations at Alpine, N.J.) are unable to receive the 92.1 mc. transmissions from Alpine with sufficient reliability to rebroadcast them, but do receive the Alpine signals on the 44.1 mc channel with sufficient reliability and do rebroadcast them."

He called attention to his own tests of Alpine low-band and high-band signals at Westhampton Beach, declaring that "they show that for approximately 50% of the days in that period (Sept. 7 to Nov. 3, when the tests were made) the signals on 92.1 mc suffered severely from fading, whereas the 44.1-mc signals were not substantially affected by fading."

Dr. Armstrong, who filed his brief after securing permission to make a study of data which formed the basis of FCC testimony at the 44-50 mc hearing, charged that Mr. Allen's report, based on measurements at Southampton (Pa.) comparing high and low band transmissions, contained several defects.

He charged that Mr. Allen failed "to get an accurate check on the radiated power of each transmitter by making field strength measurements at a suitable location within line of sight", and that "for this reason alone his results are unreliable."

Summarizing the methods of analysis used by Mr. Allen, he said that "the minute-by-minute method. . . discloses the presence of drop-outs caused by fading, while the hourly median method averages out the fades with the peaks and conceals the presence of the drop-outs."

Consequently, Dr. Armstrong claimed, Mr. Allen should not have used the hourly median method at all. He said "it was not used in his studies of the recordings made at the other three points of reception . . ." and "it is difficult to understand why it was used in analyzing the Southampton recordings."

Actually, Dr. Armstrong charged, Mr. Allen used the hourly median method in analyzing the high-band signals and the minute-by-minute method in analyzing low-band transmission.

The FM inventor detailed "discrepancies" and "mathematical absurdities" which he said he found in charts presented by Mr. Allen. He said the FCC engineer made a "1,250% correction" in one of the FCC findings after the error was pointed out, but that his correction "did not remove the mathematical absurdity. . . ."

He said that if there still be "any doubt in the minds of the Commission as to the conclusiveness" of his own Westhampton recordings "as proof of the effects of the fading phenomenon in the 50 mc and 100 mc areas, then it is urged that the hearings be reopened so that the unreliability of the Allen tests and charts may be more fully explained to the Commission."

Meanwhile, in a brief reiterating FM interests' contentions that 44-50 mc (Television Channel 1) should be allocated to FM for network relay operations, Zenith Radio Corp., concurred with Professor Armstrong's earlier claim that FM is "the only service that really wants (44-50 mc) for its own inherent characteristics."

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INTERNATIONAL RATE CASE RE-OPENED BY FCC

On Tuesday and Wednesday, December 16th and 17th, further hearings were held in Docket 8230 before Commissioners Durr and Jones, on petition of the international carriers seeking further increases in rates.

About two years ago, the rates for international radio and cable messages were voluntarily slashed by the companies to a basic 20¢ rate to practically every part of the world except certain British Empire points, where the rate is 30¢ per word. Formerly some of these rates had been as high as $1.00 per word.

Last Summer the Federal Communications Commission, following extended hearings, granted increases effective August 5, 1947, to 22¢ per word to Central and South American points, 25¢ per word to Europe, including Russia and Turkey, and 30¢ per word to Far Eastern points, although the FCC in its report indicated that this would still leave some of the companies in the red.

The hearings this week were to submit detailed statistics of the effect of the new rates during August, September and October. All of the companies testifying at the hearing, including American Cable and Radio Corporation, Tropical Radio Telegraph Company, Globe Wireless, Ltd., Press Wireless, RCA Communications and Western Union, indicated that the present rates, although giving some relief, could at best only enable the companies to break even. Increased labor costs and other factors, the companies testified, required rates up to 28¢ per word to Europe and South America and up to 42¢ per word to the Far East.

It was brought out that at the present rate of 30¢ per word to China, an actual loss of 9¢ per word is incurred by the carriers, due to refusal of the Chinese to agree to a reduction in the former rate to China.

After two days of testimony, the hearing was continued to Monday, January 5, at which time the carriers were ordered to present statistics covering November in addition to the figures already submitted through October.

The hearing was featured by the first appearance before the FCC of Major General Harry C. Ingles, United States Army Retired, now President of RCA Communications, Inc., who presented a strong statement in favor of further rate increases required to keep the international carriers in a solvent condition.

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NOTE: THERE WILL BE NO ISSUE OF THE HEINL RADIO NEWS SERVICE NEXT WEDNESDAY, DECEMBER 24TH, DUE TO THE CHRISTMAS HOLIDAYS.

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FCC DOES A FLIP-FLOP AFTER HEATED "N.Y. NEWS" PROTEST TO DENNY

It was said of former Senator Henry Ashurst of Arizona that he once changed from one side of a question to the other in the middle of his argument while on his feet on the floor of the Senate. The Federal Communications Commission almost duplicated this flip-flop Wednesday in completely reversing itself by setting aside grants it made to five New York FM stations as a result of an explosive protest from the New York News, an unsuccessful applicant which charged that Charles Denny, former FCC Chairman, took part in the awards after a public announcement that he was leaving the FCC on November 1st to become Vice-President and General Counsel for the National Broadcasting Company, reportedly at a salary of $35,000 a year.

Under the circumstances, The News contended, Mr. Denny's participation in the awards was not only improper but unlawful, invalidating not only his own vote but the entire decision, the National Broadcasting Company having an interest in the case as a major radio operator in the New York area.

In its sweeping reverasl, the FCC set aside its grants last October for five new FM radio stations in the New York area wherein the application of the Methodist Church was substituted for a previously application of the News, and announced that it would re-open the case for presentation of further oral argument beginning January 12th.

The News also raised the contention that its business as a newspaper publishing firm had also been used by the Commission as a basis for rejection of its application, and said that if this policy were allowed to stand it would place "in jeopardy" the licenses of all newspaper owners of radio stations.

Without direct reference to the complaint of The News in regard to the participation in the decision of Mr. Denny, the Commission based its order on a finding that final oral argument in the case was heard neither by Chairman Denny nor Commissioner E. M. Webster. The rehearing order is as follows:

"The Commission announces its order setting aside and vacating its decision of October 21, 1947, in the New York FM cases (WBNX Broadcasting Company, Inc., et al., dockets 6013 et al.), and ordered oral argument before the Commission en banc on Jan. 12, 1948, and that the parties address themselves not only to the proposed decision of April 9, 1947, but to the findings of fact and conclusions of law contained in the Commission's decision of Oct. 21, 1947, and to the contentions raised in the petitions for rehearing. Any party desiring to file a brief may do so within twenty days.

"The Commission is of the opinion that under Section 409 of the Communications Act, when a case is heard by an Examiner and a Commissioner or Commissioners who did not hear oral argument participate in the final decision the parties not having consented thereto,

and when it would not have been possible to arrive at the final decision as announced by the Commission without the vote of such Commission or Commissioners, and when a timely petition for rehearing is filed pointing out these facts, the final decision should be set aside and further oral argument should be held."

Seventeen applications for the five available FM channels were filed with the Commission, which in a tentative decision on April 9 granted the channels to The News (subsequently rejected in favor of the Methodist group), North Jersey Broadcasting Company, Inc., American Broadcasting Company, Inc., WMCA, Inc., and the Unity Broadcasting Corporation of New York.

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CROSLEY EXEC PREDICTS 1948 RADIO TELE SALES TO HIT NEW HIGH

With television included, radio sales next year may reach the one billion dollar mark for the first time, according to Stanley Glaser of Cincinnati, Manager of Radio and Television for the Crosley Division, Avco Manufacturing Corporation.

In a year-end statement on prospects for 1948, Mr. Glaser estimated that television receiver sales alone will contribute 250 million dollars to the billion total. The figure is based on an expected production of 600,000 television receivers.

"While about 75 per cent of total television sales will be in the table model class", he said, "substantial sales of console type receivers will exert a strong influence on total dollar volume, especially if the installment buying restrictions removed last November 1 are not reinstated."

Foreseeing telecasting stations in at least 50 major market areas by the end of next year, the Crosley executive predicted that demand for receivers will far exceed the industry's accelerated output.

The radio industry's record of 31,000,000 radio receivers since the end of the war, however, indicates "the tremendous capacity of the industry that is destined to make television receivers available to everyone", he said.

Production of radio receivers incorporating FM reception will reach at least two million, he said, as compared with one million sets for 1947, with newly designed FM table models an important part of this increase.

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SYLVANIA STARTS $1,000,000 RESEARCH LAB.

Ground was broken yesterday for what is viewed as "possibly the greatest electronic research project" ever to rise in Greater New York. On a fifty-seven-acre site in Queens, facing Long Island Sound, it eventually will house all the far-flung laboratory activities of Sylvania Electric Products, Inc., to "extend man's basic knowledge in television, lighting, frequency-modulation radio and radar."

Robert Moses, City Park Commissioner and Construction Coordinator, was present and gave the project his unqualified approval in the scheme of city beautification. The first building of the group, a $1,000,000 physics laboratory, for which the ceremonies primarily were held, will be under construction by Spring and ready for occupancy by mid-Summer, it was said.

The center will bring together in one spot, "in landscaped surroundings", with "every modern aid for electronic research", at least five of Sylvania laboratories now occupying temporary quarters on Long Island and elsewhere, employing more than 500 skilled artisans. Don G. Mitchell, President, at a luncheon on the premises after the ground-breaking ceremonies, said the project had become a "vital necessity" of his concern's rapid peacetime expansion.

The site was purchased five years ago after an extensive survey of all suitable locations within the city area. The original concept of the center was attributed to Walter E. Poor, a company founder and now Chairman of its Board of Directors.

Mr. Mitchell said the new center would "decentralize by breaking up management and responsibility into small producing units which we believe will set new standards in our industry."

The physics laboratory will be of two stories, with penthouse, and have 38,000 square feet of floor space. One of the first projects to be undertaken is the improvement of television viewing tubes.

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DE MILLE LOSES $1 COSTS $98,200

Cecil B. de Mille on Tuesday lost his legal fight in the California Supreme Court to enjoin the American Federation of Radio Artists (AFL) from suspending him as a member because he refused to pay a $1 assessment to campaign against the 1944 right of employment act, according to the Associated Press.

It was a unanimous decision, written by Justice John W. Shenk. The decision upheld the ruling of the Los Angeles Superior Court and the State District Court of Appeal

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G.E. STARTS PRODUCTION ON LARGE SCREEN TV RECEIVER AND SETS

Production has begun on General Electric's large screen television receiver and sets should begin to reach dealers in television cities within the next few weeks, I. J. Kaar, Manager of the Receiver Division at Electronics Park, Syracuse, N. Y., has announced.

Model 901 projects an image 18 x 24 inches, almost 10 times the area of the picture produced by most television receivers now in use. In addition to television, this instrument includes AM, FM and shortwave radio and an automatic phonograph. The list price is $2,250, plus installation, Mr. Kaar said.

Using a five-inch cathode ray tube, the image is reflected by means of the Schmidt optical system upon the reverse side of a translucent plastic screen. Sharp, clear pictures are made possible by the General Electric automatic clarifier which virtually eliminates fuzzy edges and reduces the effects of interference interruptions. It also automatically controls picture synchronization.

This receiver, like all General Electric television sets, is designed to receive programs on all 13 television channels. A separate circuit for each channel insures the best possible reception for each station within range of the receiver. This is accomplished merely by turning the selector to the channel number on which the desired station operates. This also makes it possible to move the set to any television service area in the country without having to make readjustments.

When not receiving television programs, the screen may be lowered into a concealing well in the top of the cabinet. Counterbalances make the raising and lowering of the screen practically effortless. The automatic phonograph, equipped with the Electronic Reproducer, is mounted on a roll-out drawer.

A built-in Beam-a-scope is provided for AM broadcast and shortwave reception. For television reception a dipole antenna is used. Convenient terminals are provided to attach the antenna lead-in to the receiver. The television dipole also serves for FM reception. One function of the service selector control is to switch the antenna to the different input circuits.

The cabinet, built of genuine Honduran mahogany, is finished in the best tradition of furniture craftsmenship.

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I. J. Fox, the world's largest furrier, who died in New York this week was one of the first merchandisers to exploit the radio and television. Airplanes wrote the firm name in the skies over many cities and regions. Going beyond radio jingles, he had special songs written for him by ASCAP artists.

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RUSSIANS WON'T JOIN IN DIPLOMATIC CHILDREN'S BROADCAST

The Soviet Embassy has declined an invitation of the Washington Board of Trade to send children representing the Soviet Union to the annual international children's Christmas broadcast in Washington next Sunday, December 21st.

Children from several other Embassies, including Bulgaria and Rumania, also will be absent this year from the broadcasts. Participants from 51 foreign countries, however, will be heard on the coast-to-coast network broadcast from 4:30 to 5 P.M.

The children, dressed in the costumes of their native land, will give messages in their own language and in English.

Sponsored by the greater national committee of the Board of Trade, of which Edgar Morris, Washington Zenith representative is Chairman, the broadcasts will be the thirteenth in an annual series over facilities of the National Broadcasting Company. The broadcast will be from the Presidential room, Statler Hotel.

Miss Sally Hannegan, the eight-year-old daughter of former Postmaster General Hannegan, will represent the United States. As in every previous broadcast, the music will be by the U. S. Marine Band under the direction of Major William F. Santelmann.

Mrs. Truman will attend bringing with her, her niece and nephew the Wallace children of Independence, Mo., who are spending the holidays at the White House.

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GRIDIRON GUESTS INCLUDE RADIO TOP FLIGHT

Among those in one way or another connected with the broadcasting and communications industry, who attended the famous Gridiron Dinner in Washington last Saturday night were:

Gene E. Buck, Lieut. G. W. Buck, 3d, U. S. Air Forces, Martin Codel, Gardner Cowles, John Cowles, Wayne Coy, T.A.M. Craven, E. H. Gammons, Earl Godwin, Philip L. Graham, Ray Henle, Edgar Kobak, Fulton Lewis, Jr., E. F. McDonald, Jr., Eugene Meyer, Edgar Morris, David Sarnoff, Frank M. Russell, Carleton Smith, Niles Trammell, Albert L. Warner and Mark Woods.

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Edgar Kobak, President of the Mutual network, has been elected Chairman of the Advisory Council for Science and Engineering at the University of Notre Dame. Mr. Kobak, who is a former student at Notre Dame, succeeds Harold Vance, Chairman of the Board at the Studebaker Corporation in South Bend, Ind., as Chairman of the Advisory Council.

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WASHINGTON AND LEE DINNER ARRANGED BY GUTHRIE

F. P. Guthrie, local RCA Communications Assistant Vice President, is Chairman of the District of Columbia Bicentennial Committee of the Washington and Lee Alumni and on December 9th arranged a dinner at Hote. 2400 Sixteenth Street attended by about 175 local alumni and parents of students. The affair was in connection with the drive for funds to increase the endowment of Washington and Lee by $3,000,000 in celebration of the BiCentennial of the school in 1949. Part of this sum is to establish memorial scholarships in honor of the 132 Washington and Lee Alumni who lost their lives in the war. Mr. Guthrie's son, the late Captain Walter Guthrie, was the seventh generation of his family to be educated at Washington and Lee.

Those in attendance included Chief Justice and Mrs. Vinson whose son is an outstanding athlete at Washington and Lee and president of the student body, and the following alumni of W & L: Senator Chapman Revercomb of West Virginia, Representatives Clarence Brown of Ohio, Cravens of Arkansas and Flannagan of Virginia. Mr. Lloyd Wilson, Chairman of the Board of the Chesapeake and Potomac Telephone Company and a close personal friend of the late Admiral Grayson, a most generous benefactor of W & L, was also present.

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A NEW N.Y. SKYLINE SPIRE

WQXQ, the frequency modulation affiliate of The New York Times radio station, WQXR, has begun operation with a new antenna which increases the outlet's radiated power by fivefold. The new antenna is atop the Chanin Building, Lexington Avenue at 42nd St., 675 feet above the street level. The tower itself rises eighty feet above the roof of the building, where the WQXQ transmitter is installed on the fifty-fourth floor.

The increased power derived from use of the tower is attributed to a new type of clover-leaf antenna, manufactured by the Western Electric Company. Each of the six arms, or bays, on the tower is in the shape of a clover leaf, with each bay operating to compress the signal into a beam giving maximum range of coverage.

It was also disclosed that early in 1948 additional technical equipment would be added to the transmitter itself for a further increase in the power of WQXQ. The station then will be operating with a radiated power of 20 kilowatts, which will provide coverage equal to the most powerful FM outlet in New York City.

WQXQ operates on 96.3 megacycles, Channel 242, from 7 A.M. to 12:05 A.M. weekdays and from 8 A.M. to 12:05 A.M. Sundays.

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SCISSORS AND PASTE

Networks Quietly Prepare For Petrillo Strike
("Variety")

Within the next few days, the four-network modus operandi in the eventuality of James C. Petrillo yanking off all live musicians, will begin to take definite shape.

Now that Petrillo has called off all future huddles until strike dead-line time, the webs are prepared for the worst, and they're set to move into high gear to establish a programming formula that will hew to as normal-as-possible a line.

First off the webs are trying to line up full sponsorship cooperation, and on the basis of preliminary huddles thus far with musical show sponsors it looks like they'll be willing - at least for a while - to play ball with the webs and stay on with a revamped program formula that will make the most of recorded music.

At the moment the webs - particularly NBC and CBS, which have elaborate recording equipment and well-stocked transcription libraries - are rushing into production a healthy backlog of musical cues, bridges and background scores to replace the live musicians. News programs, whodunits and dramatic shows, of course, will be little affected, but just how such stanzas as the "Telephone Hour", "Pause That Refreshes", "Voice of Firestone", "Highways in Melody", etc. will come off, is the big question at the moment.

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Says Durr's Head Is Due To Fall
("Chicago Sun")

Commissioner Clifford J. Durr has become the stormy petrel of the Federal Communications Commission. As a result, you can look for him to leave the government when his term expires next June 30 - if he doesn't decide to quit before then.

Durr is the most liberal-minded member of the Commission. His recent willingness to do battle single-handed with such a powerfully entrenched arm of the government as the Federal Bureau of Investigation is believed by most to preclude any possibility that President Truman will offer him a reappointment.

The latest round of Durr's fight with the FBI was little noticed, but those who did pay it notice believed, for the most part, that the laurels went to Durr.

He inserted into the Commission records some documented examples of FBI action based on pure suspicion that, should he ever be called upon to explain them, might cause some trouble for Bureau Chief J. Edgar Hoover.

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It all started when Durr, in a speech in Chicago, accused the FBI of sending to the Commission "unsolicited" reports on applicants for radio stations, seemingly for the purpose of creating suspicion against some because of their political beliefs.



Hoover, apparently, didn't like this accusation, but instead of denying it he retaliated with a threat that if Durr were not rebuked by the rest of the Commission he, Hoover, would withdraw the services of the FBI from the Commission.

A meeting was held on Dec. 1, and Durr was rebuked. Over the signature of the acting chairman of the Commission, Paul A. Walker, the rest of the group informed Hoover that Durr had spoken only for himself and apologized for the incident.

Hoover replied in kind, graciously accepting the apology and vowing to continue serving the Commission. But the part of the record which got little attention was that inserted into the minutes by Durr, consisting of excerpts from "unsolicited" FBI reports about applicants.

Here are some of the excerpts:

"That an applicant was, in 1944 (when Russia was an ally) reported by an unidentified source as being in contact with another unidentified individual 'who was suspected of possible pro-Russian activity.'"

"That an applicant was reported by an unidentified informant to have been a visitor in the residence of another individual who was reported by another unidentified source to have been identified by still another unidentified source with Communist activities."

"That it has been reported by an unidentified source that several members of the board of directors of an organization with which the applicant is connected have been reported by another unidentified source as being associated with the Communist movement."

* * * * * * * *

There were many more, all in the same tone. Summing up his objections to the procedure, Durr said;

"The FBI, in the course of its extensive and far-flung investigations, is certainly likely to come across much information that would be of real value to the Commission, and I think the Commission should continue to receive information of this kind.

"However, I can see no value in the type of information above described. On the contrary, coming as it does from a police bureau of such prestige and power, it may serve to affect, subconsciously, our judgments so as to make it more difficult for us to approach with entire objectivity the record from which our decisions should be made."

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Tele Kills Cafe Acts
("Variety")

The Friday night sports-events telecasts threaten to eliminate that evening as a source of revenue for many small acts playing cafes that bring in talent on Friday and Saturday evenings.

Consensus of opinion among many beerstube operators is that television will be a sufficient attraction to get them in early in the evening. Whether late business will stand up without the talent hypo, remains to be seen.

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TRADE NOTES

Charter Heslep, Washington Manager of the Mutual Broadcasting System, has resigned, effective January 1, to become Executive Editor of Congressional Quarterly news features, it has been announced by Nelson and Henrietta Poynter, publishers of the "quarterly".

In his new post Heslep will direct a staff of 30 in charge of three specialized Congressional news services - CQ Log and CQ Notebook, issued weekly, and the Congressional Quarterly itself.

Two television sets were presented this week to Halloran General Hospital on Staten Island by the Greater New York Post 126, Order of the Purple Heart, at brief ceremonies in the administration building of the Veterans Administration institution.

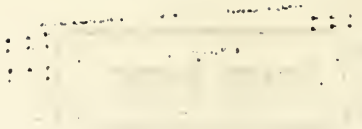
United Air Lines in Chicago has purchased 200 all-directional radio range receivers to give pilots a choice of several courses in landing approaches instead of only two, as at present.

RCA Institutes, Inc., the radio and television school division of the Radio Corporation of America, has leased the entire second and third floors of the nine-story business building at 350 West 4th Street, in New York City. The move from its present quarters at 75 Varick Street to the 4th Street building, where it will have 36,000 square feet of space, represents part of the expansion program of the school. General George L. Van Deusen is president of the institute, which has served as a technological training center since 1909.

That Henry Wallace would run on a third ticket and that Senator Glenn Taylor (D), of Idaho, former radio cowboy would be his running-mate, was predicted by Bob Allen, radio commentator, last Sunday night.

In the death of Cesare Sodero, Italian conductor at the Metropolitan Opera House, radio lost a pioneer. He turned to the radio in 1925 and conducted for the National Broadcasting Company until 1934. He directed one of the first grand opera performances for radio, that of "Cavalleria Rusticana". In his years with NBC he prepared fifty-three grand operas and thirty light operas for six-minute broadcasts. In that period he conducted also 600 symphonic concerts for NBC. From 1934 to 1940 he conducted for the Mutual Network.

CBS advertisers will be protected against rate and discount changes for six months, instead of a year. Notice of this modification of CBS' present policy of rate protection for CBS advertisers was given by William C. Gittinger, Columbia Vice President in Charge of Sales, in a letter mailed last night to clients and advertising agencies.



The National Broadcasting Company distributed Monday a Christmas bonus of one-half month's salary to employees in this country and abroad. This was the third consecutive yearly distribution of a Christmas bonus by the company.

The bonus checks went to all regular employees on the payroll on Dec. 15 earning less than $5,000 a year and employed on or before July 1, 1947, whose working conditions were not covered by written contract. The bonus was based on salary of the employee as of November 30th.

Edward Codel, brother of Martin, joined the Katz Agency, Inc., radio station representatives, this week in which he will head the new television department. Mr. Codel for the last two and a half years was president and publisher of Telecasting Publications, Inc., served overseas as Manager of ABSIE, the American Broadcasting Station in Europe, and later as production manager of Radio Luxembourg.

With a bulldozer in the background, William E. Warne, Assistant Secretary of Interior, this week broke ground for WCFM, the first listener-owned co-op radio station in the Washington, D.C. area.

Ceremonies took place at the transmitter site near West Falls Church, Va. and were attended by directors of the boards of the eight consumer cooperatives in the Greater Washington area that own the station.

The station, incorporated as the Cooperative Broadcasting Association, is expected to begin regular broadcasts in May 1948.

The BBC Television Service for the first time has transmitted a film of a television program taken off the television screen. The recent Cenotaph ceremony was transmitted in the morning as a live television broadcast, and a film of the central part of the program, in sound and vision, was transmitted at 8:45 P.M.

This filming from the screen was done by a temporary method that has been developed at Alexandra Palace, the BBC's television headquarters.

This method has limitations, and will probably not prove good enough for repeating programs that depend for their effect upon subtleties of production. A more efficient method of recording television, as sound broadcasting is recorded now, is being developed and when it is installed the present temporary method will be abandoned. But in the meantime it will at least make it possible to repeat certain interesting and important events, occurring in the morning or afternoon, at a time when all viewers can be at their sets. It will also be useful for rehearsals and testing artists, and for preserving records of historic television broadcasts.

With finishing touches being completed on its table model which will be produced shortly, United States Television Mfg. Corp. will devote the major part of its production to home television sets in 1948. UST will continue to put out a large number of these sets which yield television pictures as large as 30 by 22-1/2 inches, the largest in mass production today.

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